CTOBER 29, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazin dio

Broadcast Advertising

Central Scientific Company
1099 Mossman Building
Washington, D.C. 5

RECEIVED

Circulation
Date

10 of the 12 most popular local New York programs – excluding news – are on WOR*

NOTE: During the year 1944, of *all* the most popular local New York programs, 84% of them were broadcast by WOR. Now, in 1945, WOR shows every indication of bettering that amazing record.

If you have a radio program, or are seriously considering the purchase of one, WOR thinks that it would be both wise and profitable to have a chat with its gifted showmen. WOR's business is knowing what the public wants in one of the greatest listening territories on the Eastern Seaboard. That it *does* know, is well proven by the outstanding facts presented above.

that power-full station, **wor**

at 1440 Broadway, in New York

★ according to the latest Crossley Continuing Study of Radio Listening reports

MUTUAL

Live in the Country... Work in Town

Above: Mr. Ellis comes home from a day in the plant. He's thinking about a quick, cooling swim in the close-by Tippecanoe River.

Circle: Mrs. Ellis with "Jitterbug," who will provide meat for next winter. The Ellises also keep a Guernsey cow; grow peas, beans, and garden truck for eating and canning.

Left: A musical family. Doris, 8, is at the piano; 15-year-old Virginia plays the trombone; Julia, 13, plays trumpet. The girls are equally at home with needle and thread or canning equipment. Picture on the piano is of Harold, older son away in the Navy.

THE ELLIS FAMILY OF KOSCIUSKO COUNTY, INDIANA... WLS LISTENERS SINCE 1931

EDGAR A. ELLIS works in a factory in Warsaw, Indiana. His son John, 16, is employed in the lumber yard at nearby Leesburg. Mrs. Ellis, three daughters and a younger son, keep a five-acre place producing peas and beans, milk and meat.

The girls, Virginia, Julia, and Doris, are all 4-H Club workers, as well as musicians. David, age 8, will be as soon as he is old enough.

Around the Ellis home, WLS is an *old friend;* they have been tuning us in regularly since 1931. Among the special favorites are Chuck Acree's Something to Talk About, Doc Hopkins, Morning Devotions, and News.

The Ellis family has visited the WLS National Barn Dance twice; they see the Prairie Ramblers and other WLS entertainers frequently at state and county fairs. Remember the Ellis family and thousands like it, as you plan your Midwest advertising; they combine the interests and needs of town and farm; and they are *listening friends of WLS*. For more facts about the hard-working families of Midwest America, their purchasing power, their market stability, and *how to reach them*, call a John Blair man today. He'll tell you about the station with so many listening friends it gets a million letters a year.

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLA

The Answer to Your Newscast Reconversion Problems

KEX

WESTINGHOUSE RADIO STATIONS INC · PORTLAND OREGON

October 2, 1945

Mr. George Scott
International News Service
Journal Building
Portland, Oregon

Dear Mr. Scott:

Our new news setup has now been in operation for several weeks. At this point a word of appreciation seems in order on the contribution received from INS.

As you know, the sudden end of the war has posed a problem in the dispensing of news for radio. Emphasis now has shifted from the dramatic events of the war, with a ready-made audience, to the no less important affairs of reconversion and peace. The problem, of course, is to put up a broadcast of relatively prosaic subject matter which will command the interest of the public in matters in which it is vitally concerned. I find the INS report of immense help in this respect, and thanks for the fine job of those veteran correspondents in Washington and elsewhere. Kudos are also due the members of your foreign staff for their fine job of detail coverage of the swiftly changing international picture.

As you are aware, our program of news coverage is not confined to general newscasts; rather emphasis is placed on locally slanted news reports and feature programs. In these departments also, we have come to rely heavily on INS. Your report carries a fine supply of feature material, and the cooperation received from the local bureau of INS is of the best.

Sincerely yours,

Robert L. Thomas

Robert L. Thomas
News Director, KEX

RLT:ow

INTERNATIONAL NEWS SERVICE

BROADCASTING... at deadline

Closed Circuit

BIGGEST building news in radio today surrounds plans for new 45-story electronics building on Broadway between 45th and 46th. Multi-million venture, covering possibly $7,000,000 for ground and $9,000,000 or $10,000,000 for structure, would include studios for AM, FM and TV and tower for multiple FM and TV transmission. Project being handled by Col. L. George Horowitz, consulting economist and engineer associated with City Investing Co., which will construct building as investment holding.

NAB and FMBI are getting married Nov. 1 but may not live together. Reason: NAB's big house at 1760 N St., Washington, isn't big enough now for NAB, let alone FMBI. Attic has been rebuilt into several offices and desks are crammed into every available cubic inch. NAB is scouting for office space. D. C. zoning board last week reiterated refusal to let NAB add rooms in back of building.

NOW THAT FMBI is in NAB fold, look for immediate conversations by NAB with Television Broadcasters Assn. for consolidation along somewhat similar lines—a television division integrated within NAB, but with separate basic staff.

NAB headquarters is considering a new idea in convention procedure—putting the annual "flea circus" on wings. Two to three-month swing around the nation for district meetings could be cut in half by chartering airplane and staging three series of meetings a week. Participation of industry men who make annual swing would be necessary. Complications surround chartering of suitable craft.

NETWORK officials fuming over way White House handled plans for Truman speech at 10 p.m. Oct. 30. First word they had was President's announcement at Oct. 25 press conference. Networks in past were consulted by White House secretariat and most suitable time picked. Even the most chagrined, however, were delighted radio got first break on crucial address.

SELECTED—though not officially appointed until Nov. 1—to replace Shannon Allen as head of Interior Dept.'s Radio Section is Willett Kempton, former deputy chief of OWI Domestic Radio Bureau, and UNCIO radio relations officer.

UNDERSTAND that WTOP, Washington's CBS station, is planning expansion in the education and public service line, with Lt. Hazel Kenyon Markel to head department. She was director of women's programs for the Navy while in the WAVES, before that education director of KIRO Seattle.

THERE ARE two Army Civil Affairs men combing the occupied zones of ETO for material for new Army radio series. Army said

(*Continued on page 98*)

Upcoming

Oct. 29: FCC hearing on renewal of license of WBKW and WGR, Buffalo; Churchill Tabernacle, intervenor. Room 6121, New Post Office Bldg., 10:30 a.m.

Oct. 31: FCC hearing on renewal of license of WCHS Charleston, W. Va. Room 6121 New Post Office Bldg., 10 a.m.

Nov. 1: FCC hearing on renewal of license of KOMO and KJR, Seattle. Room 6121 New Post Office Bldg., 10 a.m.

Nov. 4-10: National Radio Week.

Bulletins

TIEING IN with Radio's 25th anniversary, Ted Granik's *Forum of the Air* over Mutual will present the topic, "Free American Radio," when program originates in St. Paul Dec. 4. Participants lined up are NAB President Justin Miller against FCC Commissioner Clifford J. Durr. An anti-commercial radio Senator or Representative and probably one other broadcaster will make up panel. He plans to invite FCC Chairman Paul A. Porter to be guest moderator.

MAYOR Fiorello LaGuardia of New York is under contract only to people of New York, Morris Novik, WNYC general manager who handles mayor's radio affairs, said Friday afternoon, and has signed no contracts for radio appearances. Numerous offers have been received but none accepted, he said.

Business Briefly

BUICK CUT-INS ● Buick Motor Division, General Motors Corp., Detroit (Buick cars), starts three cut-in announcements daily on following New York stations Oct. 29 through Nov. 7: WOR WNEW WEAF WABC WJZ. Eight participations on *Personally It's Off The Record* on WABC New York also purchased for Buick, effective Oct. 29. Agency is Arthur Kudner Inc., New York.

HIRES NAMES ATLAS ● Chas. E. Hires Co., Chicago (root beer) has appointed Atlas Adv. Agency, Chicago, to handle all advertising and that of parent company in Chicago area. Radio will be used. Account will be handled by Hal C. Bangs, agency v-p.

LEHN & FINK CHANGES ● Lehn & Fink Products Corp., New York, has appointed McCann Erickson, New York, to handle Hinds Honey & Almond Cream and Etiquet Deodorant cream. Grey Adv. Agency, New York, named to handle Tussy cosmetiques. McCann-Erickson on Oct. 26 renewed for 52 weeks *Blind Date* on 176 American stations, Friday, 8-8:30 p.m., for Hinds.

RALSTON ADDS HOUR ● Ralston-Purina Co., St. Louis, opens postwar radio activities with full hour show, *Opry House Matinee*, Saturdays, 1 p.m. (EST) on full Mutual net, except West Coast. First half-hour sponsored by farm food products effective Jan. 5. Second half, for cereal d.vision, starts Nov. 17. Contract for 52 weeks. Agency, Gardner Adv. Co., St. Louis.

KASTOR NAMED ● International Milling Co., Minneapolis (Robin Hood Family Flour, Velvet Cake Flour), and Jung Arch Brace Co., Cincinnati, named H. W. Kastor & Sons, Chicago, to handle advertising. Consider radio.

Field May Acquire KOIN for $950,000

TENTATIVE agreement for sale of KOIN Portland to Field Enterprises Inc. for $950,000 has been reached, subject to ratification by employe stockholders of KOIN Inc. and approval of the FCC.

Answering an inquiry from BROADCASTING regarding reports of an imminent transaction, C. W. (Chuck) Myers, president and general manager of KOIN as well as its principal owner, confirmed reports of negotiations but emphasized that no transaction could be closed until the 32 employe stockholders had given their consent. Field Enterprises now owns and operates WJJD Chicago and WSAI Cincinnati, in addition to Marshall Field newspapers and publications.

Mr. Myers, former NAB president and a pioneer figure in radio, emphasized further that "there is no transaction closed nor can there be until the FCC is so notified and approval forthcoming."

Reports have been current for some time on prospective sale of the station by Mr. Myers and his employe associates. Conversations looking toward acquisition of the CBS outlet have been in progress for several months. Mr. Myers has been negotiating with Clem Randau vice-president and Howard Lane, radio general manager of Field Enterprises, it is understood. Subject to both FCC and employe stockholder approval, the transaction is said to include, in addition to the price, the increase in the balance sheet between Aug. 31 and the closing date. Mr. Myers holds 65% of the stock with the balance of Class A (voting) stock held by his wife and by Mrs. Josephine Hunt, widow of C. Roy Hunt, late general manager.

Mr. Myers, responding to question by BROADCASTING, pointed out that 32 employe stockholders have interests in the station which are identical with controlling interests. They were notified last Friday of the proposed transaction looking toward relinquishing their options if it is viewed as satisfactory These stockholders hold 411 of 1,000 shares of Class B (non-voting) stock.

KOIN operates on 970 kc with 5,000 w full-time. It was formerly operated by Mr. Myers in conjunction with KALE, with the *Portland Journal* owning minority interests in the two stations. Last year, consistent with the FCC "duopoly" regulations, there was an even-up exchange by the newspaper of its one-fourth interest in KOIN for the two-thirds interest in KALE held by Mr. Myers and Mrs. Hunt. KOIN is one of the best known stations in the West and has ranked high not only as a CBS outlet but in rendition of local public service.

SPECIALTY SHOPS
ON NEW ORLEANS'
CANAL STREET
KNOW IT

STORES ON
THIBODAUX'S
MAIN STREET
KNOW IT

Folks turn first to—

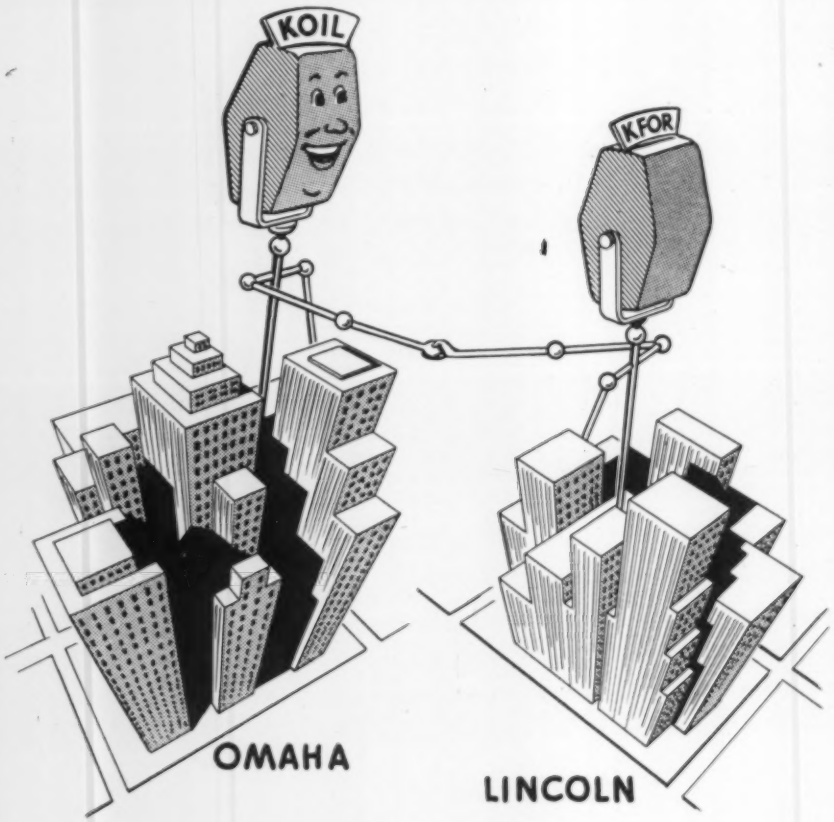
WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



TOGETHER

THEY COVER NEBRASKA'S 2 MAJOR MARKETS

USE these two stations together (with low combination rate) and you have complete coverage of Nebraska's two largest cities. KOIL and KFOR reach the people that spend 43% of Nebraska's buying income.

This is a vital combination for any advertiser who must reach *metropolitan* Nebraska.

Any advertiser who uses both KOIL and KFOR gets an automatic discount of 15% from KFOR.

Get direct, complete coverage of metropolitan Nebraska with KOIL, Omaha—KFOR, Lincoln. Both are basic stations of The American Broadcasting Company.

ABC
NETWORK

KOIL — **KFOR**

OMAHA — 5000 WATTS • 1290 KILOCYCLES

LINCOLN — 250 WATTS • 1240 KILOCYCLES

REPRESENTED BY EDWARD J. PETRY CO., INC.

BROADCASTING

The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

My Impression of Europe
By Morris Novik 10
FCC Sets 231 Cases; Adopts FM Plan 15
NAB, FMBI Link Forces to Face Petrillo 16
Porter Gives Formula for Simple Operation 16
Nation Pays Tribute to Radio 17
Joske Adds to Broadcast Schedule 17
Victory Loan Launched 18
Marketing Facts From Farm Census 18
WDGY Sold for $300,000 18
NAB Group Favors Operator War Rule 20
FCC Approves Stratovision Tests 20
FBIS Depends on Senate Action 30
Willard Tells of Educators' Problems 32
WMCA Joins Associated 32
'Progar' Explained by Howard 37
Western Union Proposes Microwave Relays 46
OPA Controls Hold Back Receivers 84
Proposed Decision Denies WORL Renewal 85
Amateur Call, Area Systems Modified 86
House 'Liberals' Fight 'Un-American' Group 93

DEPARTMENTS

Agencies 60
Allied Arts 64
Commercial 50
Editorial 54
FCC Actions 90
Management 50
Net Accounts 70
News 66
Sid Hix 16
Our Respects To 54
Production 62
Programs 70
Promotion 72
Sellers of Sales 10
Service Front 38
Sponsors 74
Technical 68

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Rufus Crater, Norma Pugliese, Adele Porter, Molly Jackson.

BUSINESS
MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION
BERNARD PLATT, *Circulation Manager*
Dorothy Young, Herbert Hadley, Leslie Helm

NEW YORK BUREAU
250 Park Ave. *PLaza 5-8355*
EDITORIAL: Bruce Robertson, *New York Editor;* Florence Small, Dorothy Macarow, Doris Gooch.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
1509 North Vine St. *GL*adstone 7353
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

Copyright 1945 by Broadcasting Publications Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

9TH IN GENERAL MERCHANDISE SALES $13,020,000 IN 1944

12TH IN POPULATION

SHREVEPORT, LOUISIANA

STACKS UP!

among the 12 cities of 115,000 to 125,000 population

A CITY that ranks TWELFTH in size in the Nation's twelve cities between 115,000 and 125,000 and jumps to NINTH place in general merchandise sales is a city that "STACKS UP."

That's the record of Shreveport, with a 1944 sales record of $13,020,000. And that's the record considered by market-wise men looking for one of the Nation's richest buying markets.

Shreveport is the capital of one of these market areas, the Ark-La-Tex, the area dominated by KWKH.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

We're

e hanging out our shingle in Atlanta

AND why not? The South's expanding industries will be needing skillful *spot* radio to sell its products and make new friends for Southern goods in the nation's most important markets.

That's where RADIO SALES—the organization that knows *more* about *spot* radio and what makes it tick productively—can help them. For now, through its new office at 101 Marietta Street Building in Atlanta, centrally located in the prosperous new South, RADIO SALES' abundant knowledge of listening habits, market facts, program techniques, audience measurement—all the things at which RADIO SALES research excels—will be available to Southern advertisers. At the same time, RADIO SALES (representing two of the South's most prominent radio stations) can more thoroughly serve its present Southern clients.

Heading the Atlanta office of RADIO SALES is H. H. Holtshouser—himself a Southerner intimately acquainted with this big region he has covered so extensively during his past eight years as national sales manager of WAPI, Birmingham.

Holtsie Holtshouser and RADIO SALES already have many friends in the South—but they both hope to make a lot more. If you're wrestling with a sales headache in any of the markets listed below, RADIO SALES can help cure it. Down South, just wire or call Holtshouser (the 'phone number is JAckson 5960). Elsewhere, pick the RADIO SALES office nearest to you. They all specialize in service *and* results.

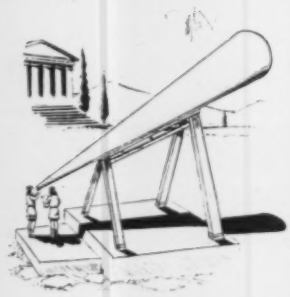
RADIO SALES

THE SPOT BROADCASTING DIVISION OF CBS

represents:

- WABC • 50,000 watts • New York City
- WBBM • 50,000 watts • Chicago
- KNX • 50,000 watts • Los Angeles
- WEEI • 5,000 watts • Boston
- KMOX • 50,000 watts • St. Louis
- WTOP • 50,000 watts • Washington
- WCCO • 50,000 watts • Minneapolis-St. Paul
- WBT • 50,000 watts • Charlotte
- WAPI • 5,000 watts • Birmingham
- COLUMBIA PACIFIC NETWORK

WITH OFFICES AT 485 MADISON AVENUE, NEW YORK 22 • 410 NORTH MICHIGAN AVENUE, CHICAGO 11 • COLUMBIA SQUARE, LOS ANGELES 28 • 401 SOUTH 12TH BOULEVARD, ST. LOUIS 2 • PALACE HOTEL, SAN FRANCISCO 5 • 101 MARIETTA STREET BLDG., ATLANTA 3



The "Mikes" Were Megaphones in Macedonia

The stentorophonic tube, resembling an overgrown megaphone, that Alexander the Great invented around 340 B.C., had a "coverage" of only twelve miles. The chances are if his "Hooper" was good, it was due to HIS power and not that of the gadget.

Radio Station

WFLA

serving the Tampa-St. Petersburg area,

has plenty of power, too. Its 5000 watts, day and night, effectively cover the heart of the heaviest populated trade area in Florida.

The 1945 census reveals that in the Tampa trade area—22 counties within 100 miles of Tampa there are 787,112 people — 128,372 more than five years ago. Today they represent millions of dollars in purchasing power!

To sell them, today and tomorrow, use WFLA—the most-listened-to station in the Tampa-St. Petersburg market.

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO

My Impression of Europe

(Seventh of a series by members of the U. S. Mission to ETO)

By MORRIS NOVIK
Director of WNYC New York

IN THE YEARS prior to 1932, when I first started to become an "old timer" in radio, I was a lecture and debate manager. Hence, I would rather "talk out" an issue than write about it.—But "Pappy", as the hard-boiled Taishoff was affectionately called throughout the ETO, has ordered that I produce 750 words. This, then, is my maiden reportorial venture.

We all took the same trip.

We all agree on many issues.

We all agree that Col. Ed Kirby and his aides did a splendid job of planning.

We all agree that Judge Justin Miller deserves high tribute for his dignity and humaneness.

We all agree that our American system of broadcasting is best for America.

We all agree that the Army personnel we met were of high caliber and high purpose.

We were all impressed with the recording machine we saw in Paris and Luxembourg and that the recording machines (magnetephon) we saw in Berlin and Bad Hamburg were of amazing quality.

We all agree that the standard of over-all program quality and method of presentation in Europe

Mr. Novik

is far behind our network standards.

But, having said all that, I must add that it is illogical and unfair to compare present American and European radio on the same basis. European radio, like European life, is at its lowest. We

(Continued on page 89)

Sellers of Sales

LITTLE did Abe Lincoln dream that one of his distant relatives would be a time buyer, but that didn't deter Joseph Steven Lincoln, who buys time for Young & Rubicam, New York.

Born in 1911 in Ridgewood, N. J., Joe started his business career in the local postoffice, but after a year he moved to Wall Street (1931) as a clerk for Waddill Catchings. Two years later he became a program director for Wired Radio, now Muzak. Mr. Catchings was then president of Muzak. Joe spent two years in Cleveland for the company. Then he was transferred back to New York as manager of Muzak Recording Studios.

Joe

From 1938 until 1944 Joe was chief timebuyer at Erwin Wasey & Co., held the same position at Donohue & Co., and was business manager for Lennen & Mitchell. In April, 1945 Joe took over his present post of timebuyer for Young & Rubicam. He handles the following accounts: Lipton Tea & Soup, Birds Eye Products, Lever Brothers (Swan), Benrus Watches, Fletcher's Castoria, Packard Motor Car and Ansco Film.

His duties with Y & R also include supervision of television for the agency's station relations department. Negotiations are now under way for three of his accounts to use television. "Indications are that sponsors are willing to spend money on television," Joe revealed, "for experimental purposes, particularly products that can benefit from a display angle."

Joe was married in 1935 to the former Blanche Zimmerman of Ridgewood, N. J., where the Lincolns now own their home. Energetic Joe's favorite relaxation is to remodel his house. He enjoys painting, hammering and puttering about the house. A magnificent tribute to his "house-puttering" talents is the swimming pool he built at the back of his home. In his spare moments, Joe likes to camera-jaunt for scenic photographs.

Drew 300 to 500 people every Saturday

Another WWDC achievement in radio

The Carrier Service Quiz Show did it! Called "A Penny for Your Thoughts," it drew from 300 to 500 people in the seven civilian halls at Arlington Farms. And that happened every Saturday night.

Withdrawn for the summer months, Carrier Service Shops went back on the air in September.

Another local merchant proved the pulling power of WWDC.

How about you? It's worth trying with WWDC.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by

WEED & COMPANY

BALANCE BUILDS a CONTINUOUS AUDIENCE

AS the result of giving listeners the kind of programs they want to hear, WOV has built a continuous, well balanced, around-the-clock listener audience, night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's great Italian-speaking audience of 520,000 radio homes. And in the evening, during Hooper checking hours, WOV delivers one of the largest metropolitan audiences of any New York independent station, at less than half the cost of the next ranking station. WOV is the key to two New York radio audiences. Use it to influence the buying decisions in America's first market.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

CANDY Good Company

FOR YOUR CLIENT ON

WSAI

A Marshall Field Station,

CINCINNATI 2, OHIO

BASIC AMERICAN BROADCASTING COMPANY

This is the fourth in a series of advertisements inspired by WSAI's pride in the quality and prominence of its national and local advertisers
Next: CINCINNATI

Thanks for those bouquets!

ASHTON STEVENS,
Chicago Herald-American:
"A gorgeous radio show under the sponsorship of U. S. Steel."

* * *

SI STEINHAUSER,
Pittsburgh Press:
"We were spellbound. We have seen a lot of broadcasts, but this one was one of the greatest dramatic performances of radio."

* * *

RANALD SAVERY,
Montreal Star:
"Certainly this combination of talent in producing and acting gives the air productions a good start."

* * *

WILLIAM F. McDERMOTT,
Cleveland Plain Dealer:
"The Theatre Guild began a new series of high type plays under auspices of United States Steel. What a combination!"

BEN GROSS, *New York News:*
"After having heard two of these presentations, an unprejudiced listener must admit that the Guild hour proves by far the most adult and interesting dramatic fare ever heard on the radio."

* * *

BLANCHE GOUFFAUT,
Dayton, Ohio, News:
"The radio debut of The Theatre Guild is, we feel, of momentous importance to radio listeners who appreciate drama."

* * *

GLORIA TAMMEN,
Yankton S. D. Press & Dakotan:
"One of the most outstanding programs ever to be introduced to a radio audience."

* * *

JACK O'BRIAN,
Associated Press Drama Editor:
"As might be expected when two giants in their respective spheres get together, the initial broadcast of The Theatre Guild on the Air was a notable event, both for radio and its weighty sponsor, the United States Steel Corporation."

VARIETY:
"Such new ventures as the Theatre Guild on the Air series are seen as hypoing an interest in the theatre bringing legit to millions who never had access to it before and incidentally, adding immeasurably to the country's culture."

* * *

HARRIET VAN HORNE,
N. Y. World-Telegram:
"The Theatre Guild on the Air provided an excellent hour of entertainment."

Coming...

- KATHARINE HEPBURN
- PAUL MUNI
- TALLULAH BANKHEAD
- FREDRIC MARCH
- EDWARD G. ROBINSON
- ALFRED LUNT
- LYNN FONTANNE
- ETHEL BARRYMORE
- BURL IVES
- BURGESS MEREDITH
- PAULETTE GODDARD

WALTER WINCHELL:
"The Thittir Guild's radio greasepainting came through with a dramatic workout which should put muscles into the airwaves' flabby make-believe rep."

* * *

ADELE HOSKINS,
Chicago Daily News:
"The steel-sponsored program bodes well to become one of the finest entertainment shows on the air."

* * *

CLEVELAND PRESS:
"The top program of the fall season is the Theatre Guild series."

* * *

TOM TYRELL,
San Francisco Shopping News:
"'Theatre Guild' is regarded in radio circles as the event of the season, for it opens another hour-long dramatic series, something that should add considerable stature to the prestige of the broadcasting arts."

* * *

EDWIN LEVIN, PM:
"It was good broadcast entertainment."

* * *

SACRAMENTO BEE:
"Every once in a while something really 'great' takes place in the entertainment world; such an event is the new American Broadcasting Company presentation, Theatre Guild on the Air."

* * *

JACK GOULD,
New York Times:
"To The Theatre Guild go thanks for a dramatic series which holds every promise of being one of the season's more stimulating and adult presentations."

* *

SUNDAY NIGHTS
10 TO 11 P.M. (EST)

The Theatre Guild on the Air

sponsored by

UNITED STATES STEEL CORPORATION

EVERY SUNDAY NIGHT AT 10, COAST TO COAST OVER 184 STATIONS OF THE AMERICAN BROADCASTING COMPANY

Welcome back to F&P,

Commander Arthur J. Barry, Jr.!

AFTER three years, thirteen days and twelve hours of a fast-moving, exciting and successful career first as Lieutenant and then Lt. Commander in the U. S. Navy (the last sixteen months as Radar Officer and Fighter Director of an aircraft carrier—two battle stars) *our own Art Barry comes back to the New York Office on Monday, October 29!*

Whoopee!

Prior to 1942, Art was for nearly four years one of the most capable and successful men in our organization, and we know that his return will be hailed as joyously by many of you agencies and advertisers as it will be by us. Welcome home, Art, blast yer sidelights!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 18 WASHINGTON, D. C., OCTOBER 29, 1945 $5.00 A YEAR—15c A COPY

FCC Sets 231 AM Cases; Uses CBS FM Plan

Involves 184 New AM Stations, 47 Changes

By JACK LEVY

DIPPING into its huge backlog of applications, the FCC last week authorized conditional grants for 64 new FM stations and designated for hearing 231 requests for new standard stations and for changes in frequency or power.

The Commission's actions with respect to FM constituted the first authorizations for new outlets in nearly four years and furnished tangible evidence of its determination to get the service started as soon as possible. While it is unlikely that many of the grantees will receive their construction permits for several months, because of engineering examination required, sufficient impetus was given to enable most of the stations to get into operation by next summer.

Consolidated Hearings

In the standard broadcast field, the Commission committed itself to a program calling for 61 consolidated hearings, the heaviest schedule it has set for itself in its history. These hearings involve applications for 184 new stations in every section of the country and 47 requests for changes in assignments of existing stations.

The combined actions taken by the Commission on nearly 300 of its backlog of over 1400 applications bore out the prediction in the Oct. 22 issue of BROADCASTING that only a portion of the applications would be granted by the end of the year and that many would be designated for hearing. Thus far, approximately one-fifth of the applications acted upon have received grants.

Although it has already made a substantial dent in its case load in scarcely more than two weeks since resuming normal licensing operations, it is understood that a strong pace will be maintained during the next two months, with fairly large batches of applications designated for hearing or granted every week or two for new FM, standard and television stations.

The Commission's objective, it was learned, is to take some action on all pending applications before the end of the year, issuing outright or conditional grants or designating cases for hearing. This does not mean, however, that there can be action by that time on those cases which have been designated for hearing or which will have been heard in view of the time which must elapse under the Commission's rules before "hearing" cases can be decided.

Provide Sample

The Commission actions last week provided a taste of what is in store for radio lawyers and engineers in the way of hearings. Within a month dates will be set for the 61 consolidated proceedings just designated. If the hearings were held simultaneously, there would not be sufficient Commission personnel to handle the load. Nor is it likely that legal and engineering consultants would be able to represent their various clients, with so many hearings going on at the same time.

In view of these difficulties, it appeared likely that the Commission will project a schedule of perhaps 20 to 25 a month, beginning in December. At this rate the standard applications designated for hearing last week could be cleared within three months. However, with many more cases to be designated for hearing—and it is practically certain that a large number of FM and television applications will be so handled—the number of hearings may necessitate a lengthy running schedule.

Because of the fact that most of the hearings involve groups of applicants in particular sections of the country, and for reasons of convenience, it is probable that many of the proceedings will be held in the cities nearest the applicants. Where the consolidated hearing involves applicants in various parts of the nation, as in the case of applications for regional channels, the proceedings will be held in Washington. The hearings will last from one day to a week, depending on the number of applicants.

In announcing its actions on standard broadcast applications, the Commission explained that the cases were consolidated because of obvious problems of objectionable interference. It pointed out that because of the great number of cases now pending it was not possible in every instance to determine the interference which may be expected with existing services or marginal problems of interference with other applications for stations.

Specific Issues

"In some cases, therefore," the Commission said, "specific issues covering such problems will not be included among the other issues upon which notices of hearings are to be promulgated. Therefore, if any licensee or applicants believe that the granting of any of the applications involved in these hearings would adversely affect their existing or proposed broadcast services due to the probability of objectionable interference, such parties may file petitions requesting

(Continued on page 81)

What the FCC Action Means

FM Stations—Commission authorized conditional grants for 64 new stations, enabling applicants to proceed with preliminary plans for programming, personnel, studios, etc., but does not permit transmitter purchase. Frequencies to be assigned probably in several months.

AM Stations—Commission designated 184 applications for new stations for hearing. A schedule of 61 consolidated proceedings, beginning in December, will be set up within 30 days to hear applicants and intervenors. Doubtful that bulk of cases can be cleared before Spring. Hearings will be held in various cities, depending on number applications involved.

FM Assignments—The Commission adopted the CBS allocation plan as a basis for assigning frequencies for FM metropolitan stations in Area I. Immediate effect is to change assignments of 22 existing stations in New York, Philadelphia, and other cities.

64 FM Stations Get Conditional Grants

(See Table on page 48)

CLOSE on the heels of its action in authorizing conditional grants to 64 FM stations, the FCC last week adopted the CBS allocation proposal as a basis for assigning frequencies for metropolitan stations in Area I (New York, southern New England and Middle Atlantic area).

By this action, the Commission made changes in the assignments of 22 existing stations in the area, reshuffling the frequencies in New York City along the broad lines proposed by CBS to equalize coverage of all the stations. Five stations, including the four owned by networks, were assigned the channels proposed by CBS, three were permitted to retain the channels originally proposed by FCC, and three were given other channels in conformity with their requests.

Changes were also made in assignments in Philadelphia, Schenectady, Boston, Springfield, Worcester, Binghamton and Mt. Washington, N. H. New assignments given existing stations are:

WNBF-FM Binghamton	96.3
WBZ-FM Boston	100.7
KYW-FM Philadelphia	100.3
WCAU-FM Philadelphia	102.7
WFIL-FM Philadelphia	103.1
WIP-FM Philadelphia	97.5
WIBG-FM Philadelphia	97.1
WPEN-FM Philadelphia	99.5
WGFM Schenectady	100.7
WBCA Schenectady	101.1
WBZA-FM Springfield	97.1
WTAG-FM Worcester	102.7
WGTR Worcester	103.1
WFMN Alpine, N. J.	98.9
WQXQ New York	97.7
WGYN New York	96.1
WNYC-FM New York	94.5
WBAM New York	96.5
WABC-FM New York	96.9
WEAF-FM New York	97.3
WAAW Jersey City	94.1
WMTW Mt. Washington	98.1

The commission declared that its examination of the CBS plan indicated that more of the channels assignable to New York will have approximately the same coverage than is possible under the FCC proposal but that some of the channels assigned to other cities will have a somewhat smaller service area beyond the 1000 uv/m contour. The CBS claim that average

(Continued on page 84)

NAB, FMBI Link Forces to Face Petrillo

Groups Will Hold Meet to Take Up Edict

NATIONAL Assn. of Broadcasters and FM Broadcasters Inc. linked forces late last week to face their first big test together—the FM-music mandate delivered by AFM.

A meeting of representatives of NAB, FMBI and other industry elements was slated for 1 p.m. Tuesday (Oct. 30) in Washington, to discuss AFM's edict to the networks demanding employment of double crews whenever musicians play simultaneously for FM and AM. A joint committee of NAB and FMBI, completed only a week before, convenes Wednesday to consider combined operations of FMBI and NAB.

Mr. Damm

The AFM action—which threatened to nullify efforts of the radio industry, FCC, and manufacturers to get FM broadcasting speedily under way—was expected also to result in more unified industry-wide support of legislation to limit AFM powers and perhaps in a revival of thinking toward establishment of competitive FM networks.

FMBI President Walter Damm, vice-president in charge of radio, *Milwaukee Journal* stations WTMJ WMFM, declared that "unless this matter is promptly cleared up it is my opinion that hundreds of present applicants will indefinitely defer going into FM and that FM as a whole will be drastically retarded."

First result of the AFM edict was the major networks' rejection of the demand and discontinuance, effective today (Oct. 29), of dual AM-FM transmission of musical programs. Notices to that effect were sent out by the networks to their affiliated stations following receipt of the following telegram from AFM President James C. Petrillo:

"This is to advise you that after the meeting between your company and the AFM held in my office [BROADCASTING, Oct. 22], the matter was further discussed and we came to the final conclusion that beginning Monday, Oct. 29, 1945, wherever musicians play for FM broadcasting and AM broadcasting simultaneously, the same number of men must be employed for FM broadcasting as are employed for AM broadcasting, which means a double crew must be employed. Kindly govern yourself accordingly."

Union sources indicated it would not be enough for a broadcaster merely to pay a "stand-by fee" equaling the total pay of a second crew of musicians but that he would have to hire the additional men themselves. Independent stations were not immediately drawn into the controversy.

Audience Limited

Industry took the position that the cost of employing double musical crews, ranging from a single musician to 100 men or more in a symphony orchestra, is obviously impractical now, since the FM audience is so limited and most receivers equipped for FM are combination sets which also provide AM reception.

Effect of the demands, particularly if they are extended to include local programs on individual

(*Continued on page 87*)

Drawn for BROADCASTING by Sid Hix

"Can't you do anything about his reed slap, Bert!"

Editorial Comment

EDITORIAL reaction to AFM President James C. Petrillo's latest demands included:

From New York Times, Oct. 25, titled "Mr. Petrillo Again"—

". . . The only result can be to retard the development of FM and deprive the public of better reception. . . . The musicians have had nothing to do with this [FM] improvement in technology. Moreover, there has been advanced no evidence that this development will result in the unemployment of musicians. Any excuse offered on the basis of technological unemployment, therefore, falls to the ground and is merely an excuse to justify Mr. Petrillo's arbitrary actions to create useless jobs. Certainly a situation which makes it possible for one man to exercise this power calls for remedial action. Our one-sided labor laws basically are the foundation for Mr. Petrillo's strength. This latest action . . . is another illlustration of the urgent need for revision of these laws."

From Washington News, Oct. 25, titled "Don't Get Mad at Petrillo"—

". . . there's no use in getting mad at Mr. Petrillo. He is acting within his rights, as defined by the Supreme Court of the United States. . . . It might do some good to get mad at Congress, and to be vocal about it. For Congress, although it has the authority and, we think, the duty to act, has never done anything to correct the damage done by those Supreme Court decisions."

Porter Gives Home Folk Simple Formula for Station Operation

PAUL PORTER, the Winchester, Ky. boy who came to be chairman of the FCC, went home Thursday night and told the first annual meeting of the Kentucky Broadcasters Assn. that there were only three things to watch in operation of a radio station. Those three, according to Mr. Porter, are freedom from domination, either by Government or by advertisers, editorial freedom and fairness to all, even to the minorities which dislike radio programs as they are presented.

The "significant" speech which many broadcasters were expecting didn't materialize. Mr. Porter just went home, assured all licensees of a fair deal when they got to Washington and cautioned them that if they didn't regulate their own business they would be regulated by Washington.

How to regulate their own business he left to them, and he indicated that leaving their business to them was the plan of the Commission as long as they didn't overstep the bounds of good taste and fair practice.

The broadcasters heard Mr. Porter at a dinner meeting at the Brown Hotel following a business meeting in the morning at WAVE and another day at the race track, at which they sought to recoup their fortunes.

Mr. Porter was made first honorary member of the Kentucky Broadcasters Assn., and Leonard Asch, who received a tribute from Mr. Porter as a pioneer in frequency modulation, was given a vote of thanks for having brought the story of FM to the Kentuckians in two sessions. Mr. Asch is the operator of WBCA (FM) Schenectady.

KBA is planning a second meeting during the winter. The association was formed at the session of representatives of all Kentucky commercial broadcasting stations. The two-day session of the organization, at which the four Louisville stations, WHAS WAVE WGRC WINN, were hosts, adopted a constitution much like that of the Florida association, and at the same time barred from active membership all but commercial stations. Officers elected were Hugh Potter, WOMI Owensboro, president; Ed Willis, WLAP Lexington, first vice-president; Harry McTigue, WINN Louisville, second vice-president; and Harry Callaway, administrative manager of WHAS Louisville, secretary and treasurer.

An executive committee of F. Ernest Lackey, WHOP Hopkinsville; Ken Given, WLBJ Bowling Green, and Francke Fox of WHLN Harlan, was named, and the executive committee named various other committees.

VIDEO COMPETITION FAVORED BY PORTER

PAUL PORTER last week went on record as favoring wide open competition between black and white television in the low frequencies, and color television in high frequencies. In addressing the Radio Council of Greater Cleveland, he said he felt black and white television was ready and that high frequency television was in the experimental stage.

Entire Nation Pays Tribute to Radio

Army Hour Will Present 'Thank You' To Industry

IN A THOUSAND communities all over the nation tribute will be paid to the public service record of broadcasting during National Radio Week, Nov. 4-10, climaxing the year-long observation of radio's 25th anniversary. And in countless thousands of broadcasts—network and local—the industry will tell the public its own story of the quarter-century.

Participating in the week-long ceremonies will be high Government officials, including possibly the President and Congress, military leaders, educators, civic spokesmen and other local representatives. They will participate in dinners, luncheons, advertising club meetings and similar ceremonies.

Sponsoring the week's celebration is Radio Manufacturers Assn. which is perfecting plans for participation of electronic manufacturers and thousands of distributors.

Army recognition will come Nov. 4 during the *Army Hour* on NBC, 3:30-4 p. m. The program will take the form of a "thank you" to broadcasting. Accepting the Army's tribute will be Justin Miller, NAB president, who will speak during the broadcast.

To depict radio's war achievements, the *Army Hour* will show what broadcasting networks and stations have done to facilitate winning of a worldwide war; express appreciation for the techniques it borrowed to promote propaganda operations and troop entertainment abroad; show how network and station correspondents covered the war; pay tribute to communication companies that carried heavy traffic loads.

Pickups will be made from Europe and the Pacific. One will demonstrate how troop entertainment stations operate. Psychological warfare will be shown in actual operation.

Participation of Radio Manufacturers Assn., as sponsor of the Radio Week plan, was mapped out Thursday at a meeting of the RMA Advertising Committee held at the Westinghouse Radio Stations Inc. offices in Philadelphia. RMA will donate to the NAB a silver statuette symbolic of 25 years of radio.

Receiving set dealers and manufacturers already have been briefed on their part in the celebration and store windows around the country will display banners and other suitable material. Local luncheons will be held at which station, civic, retailer, educational and other groups will participate. Stations have been preparing special radio week programs and promotion.

Members of the RMA committee decided to lend their personal efforts as sales managers of manufacturing concerns to augment the projects already under way, working under direction of W. B. McGill, advertising manager of Westinghouse Radio Stations Inc.

Tentative plans were drawn up for a nationwide broadcast of ceremonies at which the statuette will be formally presented by RMA to NAB, with Justin Miller, NAB president, accepting the statuette on behalf of the industry.

Attending the RMA committee meeting were John S. Garceau, Farnsworth Television & Radio Corp., chairman of committee; Stanley Manson, Stromberg-Carlson Co.; S. D. Mahan, Crosley Corp.; Douglas Elgin, Galvin Mfg. Corp.; Georges Faurie, Westinghouse Electric Corp.; L. E. Pettit, General Electric Co.; Julius Haber, RCA Victor Division; John Gelligan, Philco Corp.; Bond Geddes, RMA executive v-p and general manager; Theodore R. Sills and E. N. Moore, publicity counsel.

Egolf Questionnaire

Willard D. Egolf, NAB director of public relations, who has directed the NAB's participation in the Radio Week project, last week sent a questionnaire to public relations officers of the armed services as well as U. S., civic and social service organizations throughout the nation.

In the questionnaire he pointed out that some 900 stations will be putting on special announcements during the week and suggested that these announcements could be tied into history and activities of the organizations. They were asked to provide the information by Oct. 31 to permit preparation of special announcements incorporating the historic material received. These announcements would take the form of salutes to the organizations.

Questions call for anniversary data, service rendered to organization by radio, greatest aid rendered at any time by radio, suggested material to be used in salutes.

Transcribed programs honoring radio would be carried on the Pacific Ocean Network of Armed Forces Radio Services under a plan proposed to the NAB by Edward Truman, chief clerk for AFRS at Honolulu headquarters. He offered to forward to network stations providing entertainment for troops any transcribed programs sent by stations. He is production manager of Cowles stations on military leave.

Plaques carrying a silver replica of the Radio Week statuette were sent to all stations last week by RMA. They are in the form of framed certificates for display at stations and at special ceremonies.

Legend on the plaques reads: "Presented through the NAB in broadcasting's 25th anniversary year . . . . by the Radio Manufacturers Association in recognition of this station's public service and its contribution to world peace and harmony, 1945."

SYMBOLIC of 25 years of radio is this statuette, to be presented to the NAB by the Radio Manufacturers Assn. It is made of silver-coated clay, mounted on base of noble wood and carrying this inscription: "Presented to the NAB and the broadcasting stations of America by the RMA in recognition of a quarter-century of public service by the broadcasters and their contributions to world peace and harmony."

Networks were just getting under way at the weekend on plans for inclusion of Radio Week themes in programs. NBC's Fred Waring program will present each day of the week a five-year segment of broadcast history. The Ed East program will deal extensively with the theme.

Mutual will put on a broadcast from the Capitol steps Nov. 6, 4:30-5 p.m., presenting the massed Army Air Forces, Navy and Marine Bands, 320 musicians in all. Speaker Sam Rayburn, President pro tem Kenneth McKellar will speak. The three band directors will share in leading the musicians. Progress of service bands in the last 25 years will be traced, showing how early radio performances compare with those of 1945. Engraved invitations have been sent all members of the House and Senate. Each band will salute another service. The program will include a four-minute pickup of the Army Band from Des Moines.

Joske Adds 16 Quarter-Hours To Heavy Broadcast Lineup

SIXTEEN more quarter-hours per week, on a 52-week basis, have been ordered by Joske Department Store, large San Antonio retailer now conducting a one-year clinical test of radio advertising in cooperation with the NAB and the five San Antonio broadcast stations.

The Joske action was taken on recommendation of the clinical committee, headed by Lewis H. Avery, who recently retired as NAB Director of Broadcast Advertising to enter the representative field, and Lt. Col. Frank E. Pellegrin (retired), new director and Mr. Avery's predecessor. The two conducted an inspection tour at the store Oct. 12-20 to observe results of the test after nine months of operation.

New broadcasts, designed to round out the extensive Joske radio promotion, include a Monday-Friday 8:30-45 a. m. musical strip with m. c.; Monday-Saturday 11:45-12 noon musical strip; Sunday musical program 2-2:30 p. m.; Monday, Wednesday, Friday musical quarter-hour 7:15-7:30 a. m. New programs start immediately.

The store has been using over 30 quarter-hours per week as well as five five-minute periods and announcements.

Though Joske officials refuse to comment on results of the clinic after nine months, it is understood the test is progressing satisfactorily. At the end of the 12-month test Dec. 31 a series of statistical studies will show actual results, providing a clear picture of radio's efficacy as a medium for retailers.

Study of nine-month results will be started Nov. 1 by a nationally known auditing firm. Another study will be made in January for the last quarter and for the entire year. From these studies detailed reports will be drafted on aspects of the clinical test.

A large fund of information on the use of radio by retailers will come out of the year's operation. Results of different types of rendition will be available, along with conclusions on effective time of day, type of audience, power of sales and institutional copy, etc.

Sunday Program Begins Bond Drive

Vinson Gives 3-Minute Talk Climaxing All Broadcasts

RADIO "kickoff" program Sunday night formally launched the Treasury's Victory Loan Drive, with all four networks putting on special broadcasts. Individual stations did not have kickoff broadcasts. Network programs, 7:30-8 p.m., wound up with a three-minute talk on all hookups by Treasury Secretary Fred M. Vinson.

Standing solidly behind the Treasury's radio section, War Finance Division, broadcasters have lined up an array of programs and promotion stunts to continue through the campaign until Dec. 8, windup day [BROADCAST, Oct. 8, 15, 22].

NBC's kickoff featured Fred Waring and company, augmented with special talent. Waring acted as m. c., with chorus, soloists and orchestra offering a musical broadcast. The program replaced the *Fitch Bandwagon*.

CBS featured Jimmy Stewart in a program titled *For Services Rendered*, with pickups in this country and abroad. Included were interviews with a veteran in a West Coast hospital, a GI preparing to leave an English port for the U. S., and a discharged veteran attending college under the GI Bill of Rights.

Aherne on Mutual

Mutual featured its *Let's Go Visiting*, with Brian Aherne as m. c. In a variety presentation Margo, actress, did a dramatic scene with Paul Savage, wounded naval enlistee. Morton Downey, vocalist, participated as did Maj. Glenn Miller's Air Forces orchestra. This episode took place at St. Albans Naval Hospital, Jamaica, Long Island, switching to Birmingham General Hospital, Van Nuys, Cal., where Jack Bailey, m. c. of *Queen for a Day*, picked a "king" from a group of wounded veterans. Producer was Capt. Robert Jennings, Army Air Forces, assigned to Mutual by the Treasury, with script by Private Larry Menkin.

American broadcast a documentary dramatic program built around the Liberty theme with the Statue of Liberty acting as narrator.

Each network has a special Bond Day planned. First is American's, scheduled for today (Oct. 29). Each program during the day, commercial and sustaining, was to mention Victory Bonds and the drive. Many programs were to have Victory Loan angles written into the script, including *Breakfast Club, My True Story, Breakfast in Hollywood, Glamor Manor, Ethel & Albert, Jack Berch Show.*

Mutual's day will be Nov. 11, Armistice Day; CBS, Nov. 22, Thanksgiving; NBC Dec. 8, final day of the drive.

Special Navy Day broadcast was made Oct. 27 by CBS, bringing top film stars from Hollywood along with a 1,000-voice massed choir. Program originated from Los Angeles Coliseum midnight-1 a.m. (EST). On Oct. 28 the CBS *We the People* honored the Navy with a Victory Bond show from the *USS Missouri*, 10:30-11 p.m., (EST). Included were Vice Adm. Frederick C. Sherman, Commander First Carrier Task Force, Pacific Fleet, and the Jungaleers 15-piece Negro band from the 299th Army Ground Forces.

Ralph Edwards, m.c. of the NBC *Truth or Consequences*, sponsored by Procter & Gamble Co., will make another series of appearances for the bond drive. By selling another $100,000,000, total sales of Edwards and his cast will reach a half-billion dollars. Itinerary follows: Oct. 29, Wichita; Oct. 31, Des Moines; Nov. 3, Omaha; Nov. 6, Salt Lake City; Nov. 7, Reno; Nov. 19, Detroit; Nov. 20, Flint; Nov. 21, Milwaukee; Nov. 24, Chicago; Nov. 26, Tulsa; Nov. 27, Dallas; Dec. 3, Spokane; Dec. 4, Seattle; Dec. 5, Portland.

Mary Small and Connee Boswell, vocalists, have offered their services to sing bond songs written for the drive and are on call for guest appearances on sustaining network programs. The former will sing "Let's Buy an Extra Bond for Good Luck," written by Vic Mizzy, her husband. Miss Boswell will sing "Say It With Bonds," by Dana Slawson and John Klein. They have recorded the songs for the transcribed *Music for Millions* series, carried by 840 stations.

Another bond song, "Buy a Bond

(*Continued on page 85*)

WDGY, First U. S. Independent Outlet, Is Sold for $300,000

WDGY Minneapolis, pioneer U. S. independent station formerly operated by the late Dr. G. W. Young, has been sold by his widow to Charles F. Stuart and his brother, Capt. James Stuart, for $300,000. The Stuarts own KFOR Lincoln and KOIL Omaha.

Mr. Whiting

The Minneapolis outlet, operating on 1130 kc with 5000 w local sunset, 500 w night power, was assigned to Dr. Young's widow, Mae C. Young, July 30. Dr. Young died April 27 after a lingering illness. Application for FCC approval of the transfer from Mrs. Young to the Stuart brothers was to be filed this week.

With the filing, Segal, Smith & Hennessey, attorneys for the purchasers, will signify to the Commission the buyer's intention to proceed according to the proposals forwarded by the FCC in the Crosley-Avco decision [BROADCASTING, Sept. 10]. By this proposed procedure, the purchaser must advertise for a period of 60 days, in a newspaper in the area of the station's location, the terms of the proposed purchase, the price and the date of contract. This will permit other applicants for the facility to file on the same terms and be considered on an equal basis with the original contractor.

Although this procedure, as set forth in the Crosley-Avco decision, has not been adopted formally, in a Public Notice on Oct. 3 the FCC recommended that it be pursued voluntarily by applicants in transfers. The WDGY action is believed to be the first undertaken under the proposal, although transactions involving WHDH Boston [BROADCASTING, Oct. 1] and WFIL Philadelphia [BROADCASTING, Oct. 1] may be advertised, it has been indicated by parties to the transfers.

WDGY, if purchased by the Stuarts, will be operated under the general management of Gordon Gray, who acts in a similar capacity for the Stuarts in their Nebraska broadcasting enterprises. Manager of WDGY will be Lee L. Whiting, who was promoted to that post from commercial manager upon the death of Dr. Young.

WDGY was founded originally by Dr. Young in 1923 as KFTM under the third federal license granted. The nation's first independent outlet, it remains unaffiliated today.

Application for transfer is in the name of the Twin City Broadcasting Co., owned entirely by the Stuarts. Charles Stuart, the elder brother, is president and has been executive director of the Nebraska station during the war service of his brother, James. The latter, a captain in the Army of the United States (infantry) who saw service in the ETO, was discharged last week. They acquired the Nebraska stations in April, 1944 for $350,000 when the outlets were placed on the market by the Sidles Co. and the Lincoln newspapers, the *Journal* and *Star*, in accordance with the FCC duopoly rule.

The Stuart brothers formerly had been associated with the Sidles Co. This concern was organized by H. E. Sidles who, in partnership with the brothers' father, Charles Stuart, bought KFOR in 1933.

Data on Marketing From Farm Census

Results to be Ready Soon; Will Aid Time Buyers

AN ENCYCLOPEDIA of facts about the nation's agriculture, soon to include the number of farms having a radio receiver in the farm operator's dwelling, is pouring out of the Census Bureau, county by county, according to Director J. C. Capt.

Set ownership data will start to appear in mid-November and will show set ownership by counties, the flow of county data continuing into the spring when final totals will be available. State totals will be compiled as soon as figures for all counties in a state have been compiled.

IMPORTANT market facts for advertisers and media will come out of Census Bureau's farm census started last January but just beginning to come out of the tabulating machines. Soon Bureau will have first figures on farm radio sets. Final totals are due by late spring, with data released by counties as fast as assembled.

Radio set ownership figures will be the first such data from the Census Bureau since the 1940 decennial census. They will show the number of farms with radio as of Jan. 1, 1945.

To the broadcasting industry Mr. Capt attributes much of the credit for the bureau's success in conducting the only census ever taken in time of war. Despite labor difficulties and unusually severe weather, the enumeration has been efficiently handled.

"Broadcasters performed yeoman service in preparing the nation's farmers for the arrival of enumerators," Mr. Capt said. "They gave liberally of their time and facilities before and during the actual enumeration. As a result farmers were in a receptive mood when enumerators arrived and willingly answered the more than 100 questions on the forms."

In contacting some 6½ million farms only one case was encountered where an interviewee flatly refused to provide the requested information, although follow-up contacts were necessary in some cases.

Actual contacting of farms was started last January and is almost complete. Way for the census was paved by advance training of State managers and supervisors of district offices. These in turn, aided by county agents and broadcast stations, explained the purpose of census, type of data sought, and told enumerators and farmers how to cooperate in the task.

Census officials sought OWI's aid in reaching the public with census messages through the radio packet program but OWI was unable to help because it was confined to war activities. OWI did not in-

(*Continued on page 86*)

Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.

Competition is going to bear down with new products, new labeling, new package design. And the fight for business will be bitter.

It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the country's 6th largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W-I-T-H—but maybe you haven't gotten around to looking over the independents.

Here are the facts on W-I-T-H: W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

That's all.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

NAB Group Wants Operator War Rule

ROUND THE TABLE gathered members of the Small Market Stations Committee who met Thursday and Friday in Washington. At meeting (l to r) are: Barry Rumple, NAB; Paul F. Peter, BMB; Monroe B. England, WBRK; Frank E. Pellegrin, NAB; Marshall Pengra, KRNR, chairman; Robert T. Mason, WMRN Ohio; Wayne W. Cribb, KHMO, Mo.; Glenn Marshall Jr., WFOY; James R. Curtis, KFRO; Howard S. Frazier, NAB. Not in photo, William C. Grove, KFBC.

MANAGERS of small market stations (under 5 kw and located in communities under 50,000 population) want the FCC to continue in operation its rule 91C under which stations have been permitted to use restricted technical personnel during the war.

Members of the NAB Small Market Stations Committee, meeting at the Statler Hotel, Washington, Oct. 25-26, in general expressed approval of the use of restricted operators on their stations. The meeting was under chairmanship of Marshall Pengra, KRNR.

A survey was conducted at the suggestion of FCC officials, who participated in the Committee's Friday luncheon meeting. Representing FCC were George P. Adair, chief engineer, and Dallas W. Smythe, head of the economics division. In addition the Committee had met earlier in the week with FCC Chairman Paul A. Porter.

Also contained in the survey, it was pointed out, were job opportunities available in the industry. With stations committed to provide jobs for many returning war veterans, these opportunities are not too numerous.

Actually 91C was a lifesaver for many stations during the war, it was stated, since they otherwise could not have obtained sufficient technical personnel. In small stations the turnover in technicians is heavy even in ordinary times and use of restricted operators and combination personnel is necessary, many stations believe.

Paul A. Peter, executive secretary of BMB, reported on progress of the audience audit program and said that 60% of small stations are BMB members. He reviewed results of BMB activities and reported on BMB's call for bids on the actual survey operation (*see story page 92*).

Besides two meetings, a luncheon session and a dinner Thursday, the committee held meetings Friday along with the luncheon at which FCC was represented. At the Thursday luncheon NAB President Justin Miller and Executive Vice-president A. D. Willard Jr. were guests.

Arthur E. Stringer, NAB Director of Circulation, reported Friday on the NAB's campaign to stimulate news coverage and expand personnel and news facilities. He explained operation of the Treasury-War Advertising Council project.

Other topics on the agenda were agency discounts, limiting commercial copy, procedure in NAB election of directors, possible change in the Committee's name, and clear-channel problems.

Attending the meeting were Messrs. Pengra; Wayne W. Cribb, KHMO Hannibal, Mo.; James R. Curtis, KFRO Longview, Tex.; Monroe B. England, WBRK Pittsfield, Mass.; William C. Grove, KFBC Cheyenne; Robert T. Mason, WMRN Marion, O.; Glenn Marshall Jr., WFOY St. Augustine; Howard S. Frazier, NAB Engineering Director; Barry Rumple, NAB Research Director; Paul A. Peter, BMB executive secretary; Frank E. Pellegrin, NAB Broadcast Advertising Director; Mr. Stringer.

AFM DEMANDS ENTER STATION-UNION DEAL

AFM's stand on music used simultaneously on AM and FM was reported last week to have entered into contract negotiations between WAPO Chattanooga and its local musicians' union.

The station, which disclosed a week before that it had reached an agreement with the union although the contract had not been signed [BROADCASTING, Oct. 22], was said to be seeking a clause protecting it against AFM's latest demands that duplicate crews be hired whenever musicians play for both AM and FM at the same time.

WAPO operates an FM experimental station.

Meanwhile a spokesman for WRBL Columbus, Ga., and WGPC Albany, Ga., which also had been nearing agreement with a musicians' local said agreement to sign a contract remained the only definite development but that appointments to talk terms had been made. Both stations are owned by members of the J. W. Woodruff family and neither has had a contract with AFM heretofore. Union reportedly is asking for employment of one musician.

WAPO WRBL and WGPC were cited by AFM in pulling musicians off network shows earlier this month [BROADCASTING, Oct. 8, 15].

FCC Approves Stratovision Tests

OFFICIAL approval for testing the feasibility of Stratovision was given last week by the FCC.

Applications of Westinghouse Radio Stations Inc. for five developmental stations to try out its plan for airborne relays for FM and television broadcasting were granted by the Commission. Announcing its action, the Commission stated that according to the applicant the system "will enable one station to serve extremely large areas, or that several stations can be made into a network rendering television, FM and facsimile broadcast services to the entire United States."

Flying Transmitters.

As first reported in BROADCASTING Aug. 6 and formally announced Aug. 9 by Westinghouse and the Glenn L. Martin Co., the program embraces the use of "flying transmitters" at an elevation of 30,000 ft. which would act as relay stations for television and FM programs originating from ground studios. It would make coast-to-coast broadcasting of these services possible at less cost than otherwise and hasten their development, in the belief of its sponsors.

As proposed in its applications, Westinghouse will install four transmitters in an airplane, two for FM, one for television, and one for relaying tests to another plane. A fifth transmitter would be placed on the ground for relaying signals to the moving plane.

The Commission declared that the appropriate frequencies to be used for the tests will be assigned by its chief engineer from time to time. Authorization to use 5 kw power was given.

The developmental program to be initiated by Westinghouse contemplates exploration into many unknown fields which Stratovision encompasses. This includes:

1. Determination of the area served by transmission from a 30,000 ft. height. This will shed light on the chief advantage claimed for the system: the higher the point of transmission the greater the coverage.

2. Effects of transmission from moving planes on ground reception of signals, especially television images. Westinghouse claims that distortion and "ghosting" would be drastically reduced by Stratovision broadcasts.

3. Effectiveness of antenna designs and other compact equipment installed in planes. Under the proposed system, there would be several transmitters in the same airplane and each would serve as a separate station, giving the listener a choice of programs.

4. Feasibility of relaying programs from one plane to another. The plan provides for blanketing the country through the use of a network composed of 14 of the "flying transmitters" operating over prescribed circle courses at designated points. Programs would be relayed from plane to plane by ultra high frequencies.

5. Determination of best methods of transmission from ground to moving plane. Stratovision would employ low-powered ground transmitters to carry programs to the planes and in turn to listeners.

Stratovision was discovered by Charles E. Nobles, a 27-year-old radar expert employed by Westinghouse, who estimates that a single flying station at 30,000 ft. can provide coverage to a radius of 211 miles with only 1 kw power. Plane's engines supply the power.

The system requires only one-fiftieth the power to cover a 211-mile radius as is required by a 50 kw transmitter on the ground to cover a 100-mile radius, according to Walter Evans, Westinghouse vice-president in charge of radio. He regards it as solution to the problem of bringing FM and television to the small communities.

Planes to be used for Stratovision would be built by the Martin Co. and would be designed to stay aloft at the high elevation for nearly 11 hours on one fueling.

CO-ORDINATION

Co-ordination of four powerful selling factors has created for The Oklahoma Publishing Company the Southwest's greatest merchandising punch. To the 26-county Oklahoma City market coverage of The Oklahoman and Times have been added the Oklahoma-North Texas blanketing of The Farmer-Stockman, Oklahoma's biggest retail sales sector domination of WKY . . . PLUS Mistletoe's direct and speedy delivery service. Any one of these can be used to effectively boost sales charts upward. All four do the job completely, swiftly and profitably.

OKLAHOMAN & TIMES ★ WKY ★ FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★

1. When election night rolls around, WKY moves its microphone into the newsroom of The Oklahoman and Times where the state's most complete election return machinery becomes available to the state's most listened-to station.

2. The Farmer-Stockman, with thirty-four years of farm progress to show for its efforts, has proved an important part of the year-old Farm Department of WKY. Farmer-Stockman editors play a leading role in on-the-farm broadcasts.

3. Edyth T. Wallace, staff writer on child care and counsel to parents for The Oklahoman and Times, whose syndicated column "Points for Parents" is read by millions, is a favorite among Southwestern farm readers through a regular department in The Farmer-Stockman.

4. Though overshadowed by an immense annual tonnage of commercial business, Mistletoe Express's volume of newspaper shipments to agents and dealers over the state runs more than 16,000,000 pounds a year. Through Mistletoe, bulldog and pre-dated editions of The Oklahoman and Times are unnecessary.

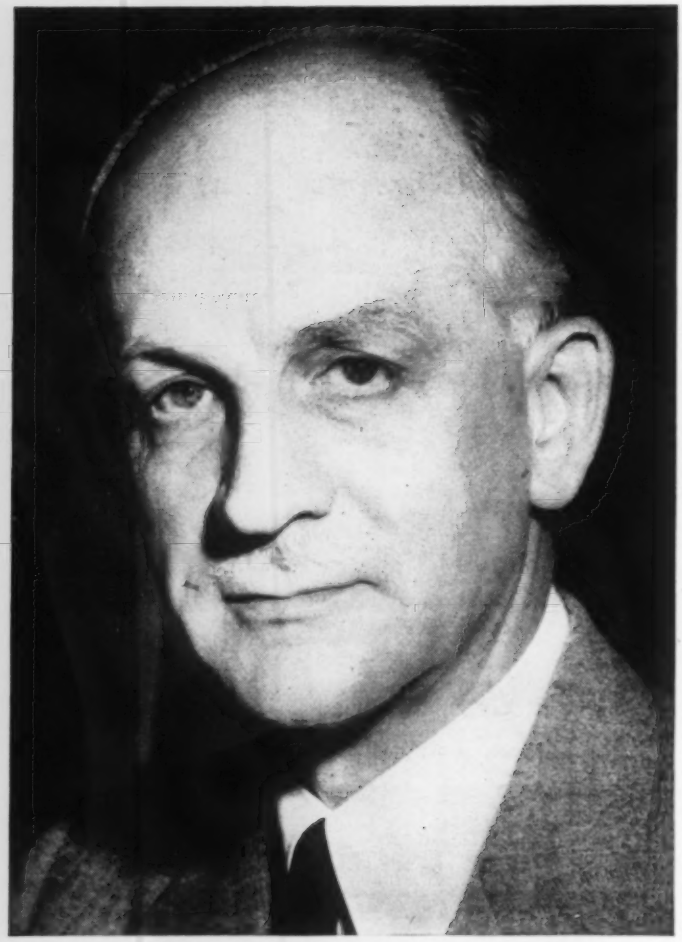
The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

For the First Time

A name of International importance
Radio's most significant voice

TRANSCRIBED FOR LOCAL PRESTIGE ADVERTISERS



WJW ENTERPRISES, INC.
presents
THE HONORABLE
SUMNER WELLES
Former Under Secretary of State
Writer of "THE TIME FOR DECISION"
TRACING THE TRENDS OF THE PEACE

Write for brochure, rates and audition record . .

WJW ENTERPRISES, INC.
WJW BUILDING • CLEVELAND, OHIO

Wisconsin Requests Two FM Stations

State Plans 7-Unit FM Network for Educational Programs

EMBARKING on a comprehensive state FM educational network plan, the State of Wisconsin filed license applications with the FCC Oct. 18 for the first two units of a proposed system of seven FM stations.

Applications call for a 10-kw transmitter to serve the Milwaukee and eastern lake shore area and a 3-kw station on the Wisconsin U. campus at Madison. Additional units are planned to provide day and night coverage throughout the state.

H. B. McCarty, executive director of the State Radio Council which filed the applications in behalf of the state, said "all stations will operate non-commercially in the presentation of educational, public service programs."

Wisconsin has more than a quarter-century of experience in broadcasting, having operated WHA Madison at the University since 1919 and WLBL Stevens Point, an agricultural service outlet, since 1922. The State Radio Council which filed the FM applications was established by the 1945 Wisconsin Legislature and authorized to coordinate the state's educational interests in developing an educational FM system.

Legislature appropriated funds for the first two proposed FM units. WHA, identified as "the oldest station in the nation" and winner of 24 national program awards and citations, is expected to provide a large share of the program service for the FM network, with features by other agencies and institutions throughout the state.

CBS Wins Plaque

CBS was awarded the "Showmanship Plaque" of the Direct Mail Advertising Assn. at the organization's one-day clinic held Oct. 19, at the Roosevelt Hotel, New York. Plaque cited CBS for "the most effective use of good showmanship in a direct mail campaign." Individual awards were made for promotion pieces of the Columbia Pacific Network and CBS stations WTOP WABC WBBM WCCO WEEI and WBT, with WTOP winning two awards. Mutual and NBC were among the 56 winners of the national "direct mail leaders" contest.

Correction

IN LISTING standard applications filed with FCC in Oct. 15 issue of BROADCASTING, page 87, station requested by Omar G. Hilton and Greeley N. Hilton d/b Davidson County Broadcasting Co. was erroneously reported as for Lexington, Ky. Request is for Lexington, N. C.

ON THE LAKE with the longest name in the world, at Webster, Mass., "Pete" Schloss, left, of American Broadcasting Co. station relations, and "Al" Kleindienst, owner of WORC Worcester, Mass., enjoy a few leisure hours. The lake: Chargoggagoggmanchauggago g gc haubunagungamaugg.

PAPER'S FORUM WILL BE CARRIED BY NETS

NBC will broadcast the opening half hour 8:30-9 p.m. of the *New York Herald Tribune* forum today (Oct. 29). This includes the keynote speech of the forum, "Responsibility of Victory," by General George C. Marshall.

American will carry the next half hour, 9-9:30 p.m., and American will carry a speech by Gen. Jonathan Wainwright at 9:30-9:45 p.m. Mutual will carry the 10:30-11 period with the closing speech for the day by Capt. Harold E. Stassen, USNR, former Governor of Minnesota.

On Tuesday, the afternoon session will be devoted to the USSR, and American will carry the 2:30-3 period, with CBS going on the air from 3:30-4 and 4:45-5 p.m.

The evening session Tuesday opens with a quarter-hour spot by American at 8-8:30 p.m. Mutual will take the 9:30-10:30 p.m. and period—closing speech will be broadcast by CBS, 10:45-11 p.m.

Broadcasts from the final session of the forum Oct. 31, start with Mutual 8-8:30 p.m., when Secretary of War Robert P. Patterson and Bill Mauldin, cartoonist and author of *Up Front*, will speak. American will carry the 9-9:30 spot with addresses by Lewis B. Schwellenbach and James F. Byrnes. Closing half hour will be on CBS, 10-10:30 p.m.

WHOM New York on Tuesday will carry two talks of special appeal to two nationality groups: by Maj. Gen. Ilia M. Savaev, Russian military attache to the U. S., 4-4:30 p.m., and Leo Valiani, editor of *Italia Libera*, 8:45-9 p.m.

Filterettes Campaign

TOBE DEUTSCHMANN Corp., Canton, Mass., manufacturers of filterettes, condensers, and other technical appliances, has started a magazine advertising campaign to familiarize public with filterettes for electrical appliances, which are designed to cut out man-made static interference on radio receivers.

To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the "WOW habit" over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's *"listener habits"* that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

BRITISH TELEVISION PLANS IN SPOTLIGHT

DEVELOPMENTS important to the future of television broadcasting in Great Britain took the spotlight as the House of Parliament resumed sessions this month.

A cabinet minister, Herbert Morrison, Lord President of the Council, told Commons that the Atlee government has given general approval to recommendations of the Lord Hankey Commission, which has been examining the future of British television plans. Mr. Morrison said the government has already started necessary action to have the Hankey Commission recommendations put into effect.

In the House of Lords, the Earl of Listowel, Postmaster General, speaking for the Ministry of Information, said the government not only had approved the Hankey report generally but felt no anxiety about the capacity of British manufacturers to produce receiving sets.

Meanwhile, BBC issued a press release reporting that plans are under way to start high-definition television service from Alexandra Palace, one of the highest points in the London district, next Spring. Tests are now being made. "The extension of the television service to the provinces will be pressed on as personnel and material allow," the release declared.

Several bombs hit in the vicinity of Alexandra Palace during the war but the pre-war BBC television transmitting equipment was undamaged. It has been used for war purposes, however, and some reconversion will be necessary.

Another problem is the shortage of technicians and engineers. Applications have been made for release of some of these men from armed service and one BBC official said senior engineering staff members would be named soon.

When war came, BBC was operating what it claimed was the world's first high-definition television service, received by more than 20,000 sets. There has been no public television broadcast since 1939. Resumption will be in three steps: a series of research tests; tests for the television industry, using still patterns only, and casting of television programs for the public.

Morris Claim Rapped

"MUDDLED thinking" lies behind the efforts of prohibition interests "to force CBS to sell radio time" to Sam Morris, of the Anti-Saloon League, according to the quarterly publication *Repeal Review*, published in Washington by Repeal Associates Inc. Editor of the publication is C. L. Chapin. In an article titled "Dry Broadcasts" the publication refers to Morris' petition to the FCC to refuse renewal of the license of KRLD Dallas because it "refuses to sell time to Morris."

Holiday

ON SIXTH anniversary of KFAR Fairbanks, Alaska, 58 local sponsors acknowledged event by taking over entire program operation of station for the day. News, musical programs, spot announcements and all other features were presented by sponsors while station staff sat on the sidelines. Recordings of individual portions later were presented respective firms.

FAB WILL 'OBSERVE' STATE LEGISLATURE

DECISION to send representatives to the next Florida Legislature to observe proceedings and work for better understanding between broadcasters and legislators was reached at the annual meeting of the Florida Assn. of Broadcasters, held at Orlando Oct. 20-21.

FAB also adopted a resolution asking Florida Congressmen to support uniform time in the various time zones and asking the Legislature to cooperate in observance of uniform time in Florida.

The Association voted to divide Florida into a number of FAB districts corresponding to the number of weeks in the next session of the Legislature. Each district will elect a representative to spend a week observing legislative activities, reporting to FAB on developments of interest to broadcasters, and improving relations between the radio industry and members of the Legislature.

James M. LeGate, general manager of WIOD Miami, presided over the annual meeting. Guest speakers were Harold Colee, executive vice-president of the Florida State Chamber of Commerce; J. Leonard Reinsch, director of the Cox Stations and radio advisor to President Truman, and Helen Cornelius, assistant director of advertising of National Association of Broadcasters. WDBO and WLOF, Orlando stations, were hosts at dinner and cocktail parties. Next annual meeting will be at Pensacola.

"I jest got discharged from the Army, Pappy—WFDF Flint says ye gotta gimme my old job back."

MUSIC! MYSTERY! VARIETY! COMEDY!

4 Grand New Shows

from the House of Hits!

FREDERIC W. ZIV COMPANY

A PARADE OF GREAT NEW RADIO PROGRAMS TRANSCRIBED FOR LOCAL SPONSORSHIP

★ Making Transcription Histo

"EASY ACES"

AMERICA'S FAVORITE HUSBAND AND WIFE!

RADIO'S HILARIOUS COMEDY OF DOMESTIC LIFE

Year after year voted among radio's top comedy teams, EASY ACES is one of radio's great comedy shows. Says Fred Allen, "Goodie Ace is America's greatest wit". Says Frank Fay, "Jane Ace is the best comedienne in the land". Everybody knows them. Everybody loves them. Now for the first time available to local and regional sponsors in a series of transcribed quarter hours.

COMEDY! In Jane's own words . . . she may belong to the "weeper sex" but NOT when it comes to the business of SELLING. Currently zooming sales on 100 stations for coffee, beer, bread, department stores, dry cleaners. Write for data.

ZIV

A NEW HIGH IN TRANSCRIBED ENTERTAINMENT

Sincerely—
Kenny Baker

AMERICA'S FAVORITE TENOR

fresh from his triumphs on the stage in "One ouch of Venus" with Mary Martin . . . in the GM picture "The Harvey Girls" with Judy rland . . . on his own sponsored network w . . . Kenny Baker lends his charming per- sality and elegant tenor voice to this brilliant nseries of quarter hour shows. Hear Kenny sing the songs he's made famous on stage, screen and radio.

With

DONNA DAE
Little Miss
Rhythm Herself

JIMMY WALLINGTON
Your Favorite
Master of Ceremonies

BUDDY COLE
And his men
of music

MUSIC! A grand new, brand-new show already being gobbled up by smart radio buyers. One brewery signed for 40 stations. One winery for 14 stations. An ice-cream firm on 5 stations. Our policy: First come, first served. Get your reservations in now.

ZIV

THE GRANDEST VARIETY SHOW EVER PRODUCED

"PLEASURE PARADE"

VINCENT LOPEZ

DICK BROWN | PAULA KELLY | BOB KENNEDY

JIMMY WALLINGTON | LILLIAN CORNELL | MILTON CROSS

THE MODERNAIRES AND THE GREAT PLEASURE PARADE ORCHESTRA

A galaxy of stars in the most lavish quarter hour series ever recorded for regional and local sponsorship! A glorious array of Hit Parade tunes as well as song favorites from stage and screen. Jump tunes by The Modernaires and Paula Kelly . . . ballads by Dick Brown, Bob Kennedy and Lillian Cornell . . . the magic fingers of Vincent Lopez . . . backed by the brilliant PLEASURE PARADE orchestra.

VARIETY

Never before—perhaps never again—has there been a transcribed show featuring such an array of stellar talent. Already a tremendous record of success for Ziv. Commercial, Cooperative, Co-operative, Co-operative Sponsorship, Co-operative Sponsorship, Co-operative Sponsorship

Radio Listening Is Up in October

Pulse Survey of New York Shows Large Increase

OCTOBER radio listening in New York is almost 16% above the September level, according to The Pulse Inc., whose survey found average sets-in-use rising from 19.5 in September to 22.6 in October. Nighttime increase was due largely to big name shows returning to the air; daytime increase to World's Series broadcasts on five of the seven days when the survey was made.

Walter Winchell and Bob Hope, with quarter-hour ratings of 21.0, were tied for the most popular program. Other leaders were: *Lux Radio Theater*, 20.3; Jack Benny, 19.7; *Charlie McCarthy*, 18.3; Fred Allen, 18.0; *Fibber McGee and Molly*, 16.3; *Mr. District Attorney*, 15.0; Joan Davis, 14.3; *Aldrich Family*, 14.0

October daytime leaders were: *Bachelor's Children*, 6.9; *Kate Smith Speaks*, 6.7; *When a Girl Marries*, 6.7; *Portia Faces Life*, 6.4; *Breakfast in Hollywood*, 6.4; *Aunt Jenny's Stories*, 6.3; *Just Plain Bill*, 5.9; *Bright Horizon*, 5.8; *Second Husband*, 5.7; *Young Widder Brown*, 5.7.

World's Series broadcasts achieved the following highs each day: Wednesday, 8.3; Thursday, 8.3; Friday, 8.7; Saturday, 14.0; Sunday, 17.3.

A special analysis of summer ratings of continuing and replacement programs showed the former consistently ahead of the latter. The average rating for the top ten shows declined from 20.5 in May to 19.3 in June, 14.1 in July and 11.4 in August. Average rating of the six leading shows remaining on during the summer (*Mr. District Attorney, Suspense, Screen Guild Players; Big Town, Hit Parade, Take It or Leave It*) was 14.4 in May, 14.5 in June, 11.0 in July and 10.7 in August. Average rating of replacement shows of top ten discontinued the following month was 9.4 in June, 9.4 in July and 9.8 in August.

Philadelphia

Most popular program with Philadelphia listeners during September-October was *Lux Radio Theatre*, with a rating of 20.8, according to The Pulse Inc. Comparing the average of the two fall months with July-August, Pulse reports that the average quarter-hour sets-in-use rose from 18.4 to 20.4, an increase of almost 11%.

Following Lux, the top programs for September-October were: *Dr. Christian*, 19.8; *Screen Guild Players*, 19.0; *Your Hit Parade*, 18.3; *Charlie McCarthy*, 17.5; *Big Town*, 17.3; *Mr. District Attorney*, 16.8; *Saturday Night Serenade*, 16.3; *Walter Winchell*, 14.8; *We, the People*, 14.3. Programs such as Fibber McGee, Bob Hope and Jack Benny, on the air in October only, were omitted as they could not be measured in a two-month report.

Top daytime shows in Philadelphia, September-October, were: *Kate Smith Speaks*, 11.3; *Helen Trent*, 10.1; *Our Gal Sunday*, 10.1; *Breakfast Club*, 9.7; *Big Sister*, 9.3; *Life Can Be Beautiful*, 9.1; *Ma Perkins*, 8.8; *Young Dr. Malone*, 7.8; *Breakfast in Hollywood*, 7.6, *Aunt Jenny's Stories*, 7.5.

The Complaint

NATIONAL CITIZENS POLITICAL ACTION COMMITTEE

Honorary Chairman
Sidney Hillman

Chairman Executive Council
Elmer A. Benson

Vice-Chairmen
C. B. Baldwin
Verda White Barnes
Mrs. Marshall Field
Mrs. J. Borden Harriman
Robert W. Kenny
Frank Kingdon
Freda Kirchwey
Michael M. Nisselson
Dorothy Parker
James G. Patton
Gifford Pinchot
Morris Rosenthal
R. J. Thomas
Channing H. Tobias
J. Raymond Walsh
Mrs. Edward M. M. Warburg
Orson Welles
A. F. Whitney
Bishop R. R. Wright, Jr.

General Counsel
John Abt

Treasurer
Jerome I. Udell

Comptroller
James H. McGill

Secretary
Clark Foreman

October 19, 1945

Sol Taishoff
Broadcasting Magazine
National Press Building
Washington, D.C.

Dear Sir:

The National Citizens Political Action Committee is an independent, non-partisan committee. The policies of this organization are not determined by the CIO nor any other organization, though we admit a mutuality of interest in maintaining and strengthening the democratic processes.

We would be interested in seeing in Broadcasting an analysis of the "Report to America on Radio Broadcasting". Your application of high-powered adjectives, such as "distorted","false", etc. awaken our curiosity we would like you to be specific.

Your utterly false statement about trade unions "seeking to prevent veterans from ousting members from jobs" is comparable to the poison dispensed by the professional hate-mongers, the anti-Semites and others of that ilk. It is equally dangerous.

If we felt - and we certainly don't - that Broadcasting expresses the sentiments of the radio industry, we would not been urging the FCC to grant 25% of available FM channels to existing AM licensees.

Very truly yours,
Lewis C. Frank, Jr.
Director,
Public Relations

copies 1

205 EAST 42ND STREET NEW YORK 17, N. Y. • TELEPHONE: MURRAY HILL 3-8580

The Answer

EDITOR'S NOTE: Mr. Frank alludes to the editorial published in the issue of Oct. 15, titled: "Is This U. S. A. or—". Mr. Frank's complaint is noted, and is reproduced herewith letter-head and all. Our editorial judgment stands. We are satisfied to let our readers decide, both sides now having been presented.

P. O. CONSIDERING RADIO STAMP PLAN

POST OFFICE department is giving serious consideration to NAB proposal for a stamp commemorating 25 years of broadcasting, according to Postmaster General Robert E. Hannegan. In acknowledging receipt of the NAB petition for a stamp [BROADCASTING, Oct. 1] Mr. Hannegan expressed the Department's appreciation for the job performed by radio during the war as well as its achievements in the past 25 years.

Main barrier in the way of issuance of a commemorative radio stamp is the fact that the Department has a large number of applications for commemoratives and must reach a decision on which to select. Even if approved, the stamp could not be issued in time for National Radio Week Nov. 4-10.

TV Comedy

NEW SERIES of comedy sketches entitled *Laughtime* started Oct. 16 by CBS television. CBS bought package from Bob Loewi and Bud Gamble, who are producing and directing show, marking first time that CBS television has called in outside directors.

FOUR MEETINGS HELD BY WEST COAST AAAA

FOURTH annual "convention-in-miniature" meetings of the four chapters of the Pacific Coast Council of American Association of Advertising Agencies were completed last week after sessions in Los Angeles, San Francisco, Portland, and Seattle.

Fred Gamble, president of AAAA, conducted at Los Angeles a closed session devoted to management problems and later addressed a dinner meeting. C. Burt Oliver, chairman of the Board of Governors of the Southern California Chapter, presided over the dinner. Paul Montgomery, publisher of *Business Week*, addressed a luncheon meeting.

Other speakers included Dr. Daniel Starch, president of Daniel Starch & Staff, New York; Jan Sadlo, sales manager of Pacific Coast Division of Wilding Picture Production Inc.; H. C. Bernsten, general manager of Pacific Coast Division, Bureau of Advertising, American Newspaper Publishers Association; David M. Noyes, vice-president of Society of Independent Motion Picture Producers; Tony Wahn, president of Pacific Indoor Advertising Co.

Some of the speakers at the Los Angeles meetings, Oct. 19, appeared at the sessions in San Francisco Oct. 22; Portland Oct. 24, and Seattle Oct. 26. Arthur Farlow was chairman of the San Francisco convention, which expressed hope that the all-Coast convention at Del Monte would be resumed next year in lieu of the war-born convention-in-miniature series. Oregon Chapter meeting was held jointly with Oregon Advertising Club, with Chapter Chairman Ruth Foland and Club President Vernon Churchill in charge. Chairman George Weber presided over the meeting of the Washington Chapter at Seattle.

50 kw Transmitter Soon To Be Erected by KFAB

KFAB Lincoln-Omaha soon will begin work on a 50,000 watt transmitter which will permit improved service over a large farm area and good coverage to both Lincoln and Omaha listeners, according to General Manager Harry Burke.

FCC has granted a construction permit authorizing KFAB to increase power from 10,000 to 50,000 watts. Mr. Burke said construction of an FM station on a site purchased near Crete, Nebr., would be started by KFAB, known in the Midwest as the "Big Farmer Station", as soon as a construction permit is granted and materials become available.

EIGHTH ANNIVERSARY of Charles H. Phillips Chemical Co.'s "Stella Dallas" program will be celebrated with NBC broadcast of Oct. 25. Agency is Dancer-Fitzgerald-Sample, New York.

WAKR

AKRON'S *First* STATION

ALL DAY LONG

More people listen to WAKR than to any other station heard in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

WAKR TOWERS OVER AKRON

Basic Station
AMERICAN BROADCASTING CO.
5000 WATTS • DAY & NIGHT
Weed & Co.
NATIONAL REPRESENTATIVES

Foreign Broadcast Intelligence Depends Upon Senate Action

WHETHER the Foreign Broadcast Intelligence Service continues after Nov. 2 depends on action of the Senate on HR-4407, a bill reducing appropriations of the FCC and other agencies for the 1946 fiscal year.

Passed by the House Oct. 19, the measure reduces the FCC appropriation by $930,000 for national defense activities, under which the FBIS was classified. Despite efforts of Chairman Paul A. Porter and other Commissioners before the House Appropriations subcommittee to retain their funds, the House sustained its Appropriations Committee in voting the $930,000 recission. The Senate Appropriations subcommittee held hearings last week on the bill.

Personnel Notified

Meanwhile President Truman, in a letter to Speaker Rayburn (D-Tex.) dated Oct. 19 asked for supplemental appropriations of $785,000 for the FCC [BROADCASTING, Oct. 22]. This amount was requested for additional help to process the 1,400 applications now pending before the Commission for new facilities and expansion and improvements in AM stations.

Chairman Porter advised the House Appropriations Committee that all personnel in the FBIS had been notified that their services would terminate as of Nov. 2, after the Committee rejected a plea to continue the service. Last week Mr. Porter is understood to have presented a letter from Secretary of State Byrnes asking that the FBIS be continued. Unless the Senate restores the $930,000 cut, however, FBIS will pass out of existence next Friday, except for a small liquidating staff.

At an executive session of the House Appropriations subcommittee last Monday, Chairman Porter and Commissioners Charles R. Denny Jr., and E. K. Jett testified in behalf of the supplemental appropriation. It is understood they pointed out the need for specialized help particularly in the engineering and law departments to process the applications and help broadcasting reconvert to peacetime expansion.

The Committee is reported to have looked favorably on some additional appropriations to aid postwar radio expansion until Chairman Porter urged retention of FBIS at the behest of the State Dept.

When State Dept. officials appeared before the House subcommittee early this month during hearings on the recission bill, Dr. William L. Langer, chief of the Research & Analysis Branch, Interim Research & Intelligence Service (successor to the Office of Strategic Services), placed in the record a statement urging retention of the FBIS.

In another statement Alfred McCormack, special assistant to the Secretary of State for research and intelligence, requested that FBIS "should be taken over by the State Dept." He said he understood that "Chairman Porter concurs."

Should the Senate vote to restore the $930,000 cut from FCC or any part of it, a fight over the Commission's appropriation appeared inevitable inasmuch as House members are reported to have questioned Mr. Porter closely as to his activities in the Senate with regard to the House-voted cut. The FCC chairman is understood to have admitted that he had spoken to Sen. McKellar (D-Tenn.), president pro tem of the Senate and acting chairman of the Appropriations Committee, urging that the Senate restore the cut.

Should such a Congressional fight develop, broadcasting would suffer, it was pointed out, inasmuch as the Commission could handle only a few applications with its present staff. House members indicated they would block any attempts of the Senate to restore any wartime appropriations.

Diathermy Question

IN LETTER made public by FCC last week by Chairman Paul A. Porter to A. W. Mathis, vice-president of H. G. Fischer & Co., Chicago, authority of Commission is supported and explained as to enactment of certain regulations relating to radio communications interference caused by diathermy and like medical and industrial equipment. Legal question relating to liability in sale of such equipment not within designated standards classification is termed a case of private law by letter, which states, however, firms should inform purchasers of equipment not meeting standards proposed by FCC May 25 and Sept. 25, 1945, of these facts.

The PACIFIC NORTHWEST means KIRO

SEATTLE TACOMA

The Friendly Station
50,000 Watts
710 KC
CBS
SEATTLE, WASHINGTON
Represented by FREE & PETERS, Inc

into 38,000 radio homes

the story of "the biggest show in town"

440 Big radio features every week . . . among them America's greatest stars . . . CBS headliners! That's "the biggest show in town!" And into 38,000 radio homes in Nashville and Davidson County, this story was told in a smart six-page well-illustrated folder.

It's part of WLAC's special fall promotion, which . . . in turn, is part of our week-in and week-out publicity . . . building closer contacts and greater audiences for WLAC programs.

If you have a sales story to tell in this fast-growing market, WLAC's 50,000 watts will help you get it across better and faster.

WLAC
NASHVILLE

50,000 WATTS

Represented by the Paul H. Raymer Company.

"GATEWAY TO THE RICH TENNESSEE VALLEY"

WMCA To Become Associated Link

New Network Takes Big Stride Toward Goal

WITH the announcement that WMCA New York on Nov. 5 will become the exclusive New York affiliate of the recently inaugurated Associated Broadcasting Corp., this fifth cross-country network last week took its longest step toward establishing itself as a definite part of the nation's radio structure since it began network operations on Sept. 16.

Announcement, made jointly by Nathan Straus, president of WMCA, and Leonard A. Versluis, president of Associated, said that the contract is a standard network affiliation contract of a year's duration. Under its terms, WMCA has designated nine hours daily for network programs, between 9 a.m. and midnight, exclusive of the three-minute *New York Times* news bulletins broadcast by the stations every hour on the hour.

Public service is expected to be emphasized in the network's program schedule, the announcement said. WMCA will feed to the network *Labor Arbitration, The Halls of Congress, When He comes Home* and similar programs. On the commercial side, WMCA on Oct. 22 started carrying the Adam Hats fights broadcasts which began on Associated that night.

Negotiated for Year

Contract, signed last Monday in New York by Roy C. Kelley, executive vice-president of the network, and Herman M. Stein, treasurer of WMCA, culminated approximately a year of negotiations. One of the chief stumbling blocks had been demands of the musicians union that if WMCA became an affiliate of Associated it employ the same number of musicians as other network affiliates in that city—65 each for WABC (CBS), WEAF (NBC), WJZ (American), and 40 for WOR (Mutual). Even the WOR quota would have more than doubled the 14 staff musicians employed at WMCA. Eventually a compromise was reached whereby WMCA will employ a staff orchestra of 20 men effective with its Associated affiliation.

With the change in status—the station has had an agreement with Associated to take the network's commercials where possible at card rate—WMCA will carry a relatively full schedule of network programs as it develops. Musical features as well as public service programs will be originated at WMCA, which has also set aside the 10:45 p.m. to midnight period for dance-band remote pickups from major cities throughout the country.

Paul J. Breedy

PAUL J. BREEDY, program director of WEEU and WRAW Reading Pa., died in St. Joseph's Hospital, Reading, on Oct. 5. He was 56.

ATTENDING the ninth annual School Broadcast Conference, these Association for Education by Radio officers pose with Charles Brewer, North American director of BBC (4th from left), a guest speaker (l to r): Dr. Keith Tyler, radio director Ohio State U, president of AER; Luke Roberts, KOIN Portland, Ore., v-p.; Miss Blanche Young, president Great Lakes AER; Mr. Brewer; Mrs. Kathleen N. Lardie, sec. AER; George Jennings, acting director Chicago Radio Council, and treas. AER; Dr. Tracy Tyler, U. of Minnesota, editor *AER Journal*, and Robert B. McDougall, WAAT, Newark, N. J., regional president of AER.

Willard Tells School Broadcast Group of Problems They Face

DEMONSTRATIONS of FM, television and developments in educational broadcasting shared the limelight with addresses by Charles Brewer, North American director of BBC, and A. D. (Jess) Willard Jr., executive vice-president of NAB, at the 9th annual School Broadcast Conference, Oct. 22-23 at Chicago's Hotel Morrison.

Attended by over 300 representatives of the National Association of Educational Broadcasters, the Association for Education by Radio, and midwest educators, the conference was sponsored by the Chicago Radio Council.

Promote Better Understanding

Guest of honor at the annual AER luncheon, Oct. 22, Mr. Brewer told delegates that radio's challenge in the post-war world "was to promote and insure better understanding between peoples and nations."

Reviewing the achievements of radio during the war years, Mr. Brewer asked "if we have been able to do so much under the most trying conditions, should we not be able to accomplish so much more now? Certainly the maintenance of peace is as good a reason for radio collaboration between nations as the winning of the peace itself."

Mr. Willard, speaking at the School Broadcast Conference luncheon, outlined a commercial broadcaster's views on dangers that lie ahead in educators' entry into the FM field.

"The granting of an FM frequency will be available for practically every educational institution in the country," he said.

"While many educators have accepted this as a cause for rejoicing, some, I note, have sounded a note of warning. The granting of an FM license to an educational institution will not itself mean achievement of the ambition to teach by radio, nor to conduct a better public relations program on behalf of the institution with the general public," he added.

"It will be unfortunate if any school installs an FM station simply because it now seems the popular thing to do," he cautioned.

"The danger lies in thinking that all or nearly all of the cost of commercial broadcasting can be eliminated from educational broadcasting," Mr. Willard said, in advising educators planning to enter the FM field to consult experienced commercial broadcasters in their area.

"He is in position to give you wise counsel and many have already assisted in the installation and programming of FM educational stations," he told the delegates.

Offers FREC Help

Mr. Willard offered the educators the counsel of the Federal Radio Education Committee, an NAB sponsored organization, to solve their many problems.

"FREC," he said, "holds for many newcomers to the field of educational broadcasting the key to sound program structure and a quicker realization of achievements by studying the methods of others."

With the nation preparing to observe the 25th anniversary of the American system of broadcasting, the field of educational broadcasting stands on the threshold of a great expansion, Mr. Willard declared.

He urged continued cooperation between broadcasters and educators on a scale larger than ever before, and pledged the support of the radio industry to assist education by radio to keep the students of America, both juvenile and adult, informed of advances in their own and other countries.

Members of the executive committee of the conference, presided over by George Jennings, acting director of the Chicago Radio Council, included Randy Blake, WJJD; Dean Douglass, RCA; Orville Foster, WIND; David Heffernan, assistant superintendent, Cook County schools; Don Kelly, special events director, WBBM; Lt. Col. Harold W. Kent, Chicago Radio Council; Elizabeth E. Marshall, program director, Chicago Radio Council; Myrtyle Stahl, educational director, WGN; and Judith Waller, public service director, NBC, Central Division, Chicago.

Demonstrations of educational broadcasting for classroom use included *Rivers of America* broadcast over WIND and WBEZ (Chicago Public Schools station) and *Lady Make-Believe*, also presented by WIND and WBEZ.

Originally scheduled to preside, Walter J. Damm, president of FMBI, was unable to attend the meeting because of illness.

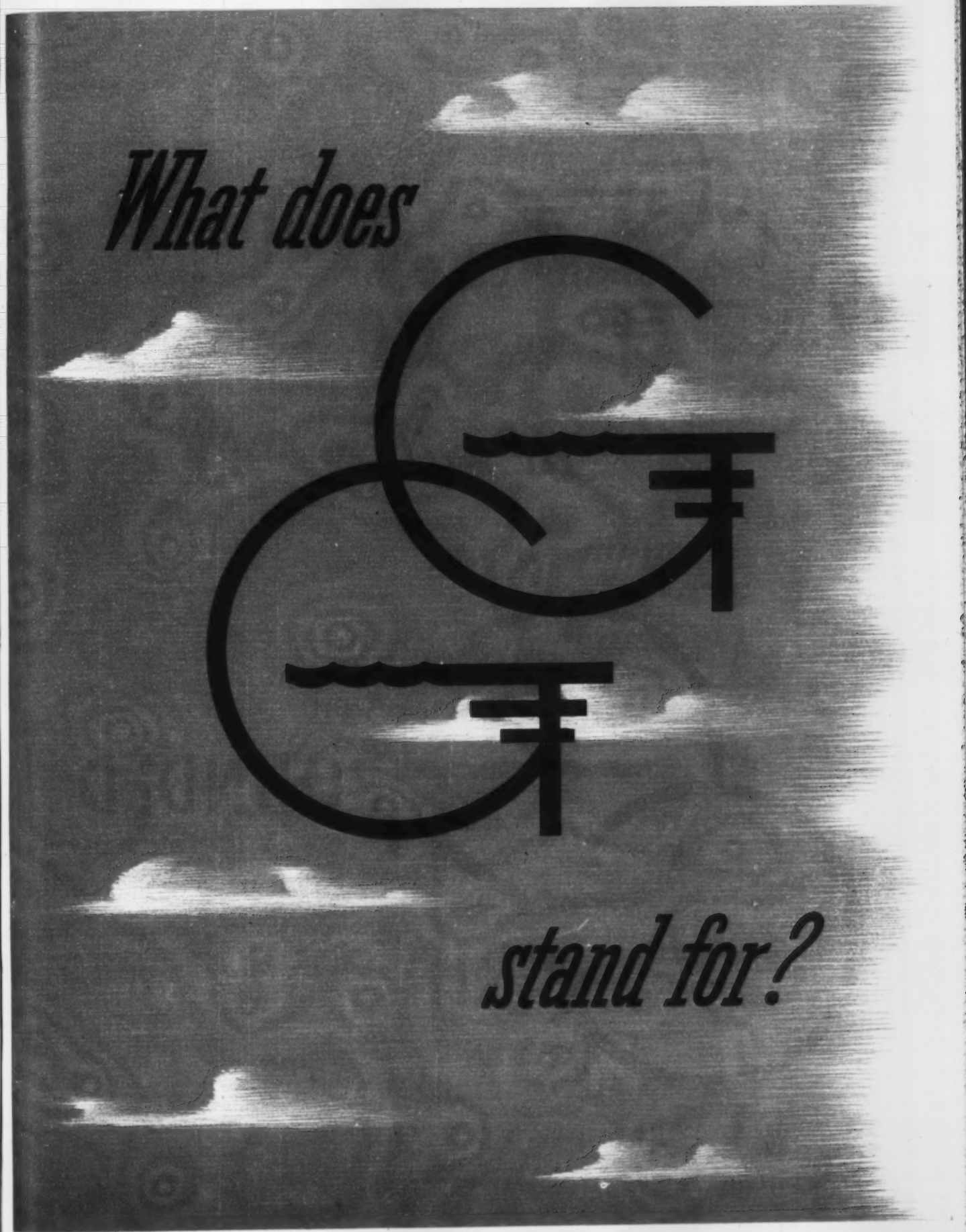
A special broadcast from WGNB explained the tonal differences of FM and AM and included songs by Bruce Foote, star of the Chicago *Theater of the Air*.

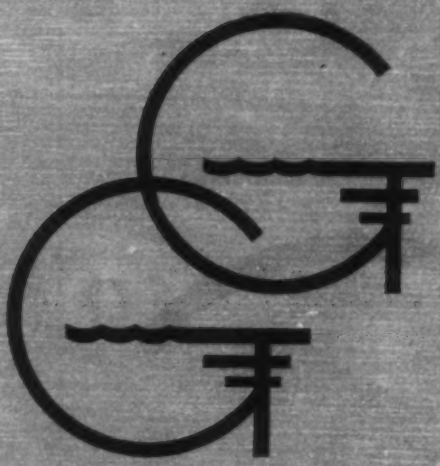
Members of the discussion panel for the FM demonstration included Jim Hanlon, public relations director WGN-WGNB, E. H. Andresen, chief engineer, Chicago Radio Council, and WBEZ; Dean Douglass, RCA; G. William Lang, chief engineer WGN-WGNB; David Owen, U. of Michigan; Tracy F. Tyler, U. of Minnesota, and Edwin Helman, WBOE, Cleveland Board of Education.

The Oct. 23 sessions featured the address by Mr. Willard, and presentation of annual award of merit to Harold B. McCarty, director of WHA, U. of Wisconsin, and president of NAEB [BROADCASTING, October 22]. Citations for the fifth annual utilization competition were awarded to stations KYW, WCAU, WFIL, WIP, Philadelphia, and to eight Chicago teachers for their utilization of education broadcasts prepared by WBEZ, and Chicago stations WIND WJJD and WBBM.

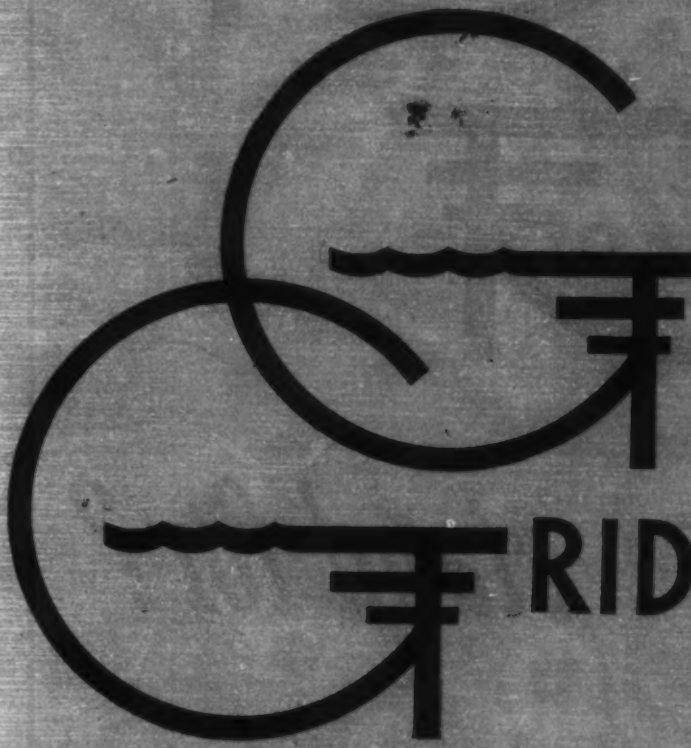
ASCAP Report

DEEMS TAYLOR, president of ASCAP, reported to the Society's annual membership meeting Oct. 18 in New York that the membership now includes 243 publishers and 1716 writers. Society's income for 1945 will approximate $8,750,000, J. J. Bregman, treasurer, said This would be an all-time high for ASCAP. Gene Buck, former president, proposed a change in the Board of Appeals to separate it into individual boards for writer and publisher members. Suggestion will be submitted to the full membership by a mail ballot. Nearly all members have signed the forms sent them authorizing the Society to handle their television as well as other performing rights, it was reported.


What does
stand for?



is for...



ROUNDED

RID

...AMPLIFIERS are a feature of the new RCA FM Transmitters

means money ... in your pocket ... and here's why!

1. GROUNDED-GRID circuits provide greater output from an amplifier using a tube of given size—thus making possible the use of smaller, less-expensive tubes. Only a relatively few types are used, thereby reducing number of spares required. Overall *tube costs are less.*

2. GROUNDED-GRID amplifiers are more stable and require less critical adjustment than conventional-type 100 mc. amplifiers. Neutralizing is very simple—and not required at all for low powers. Maintenance problems are fewer and *maintenance costs are lower.*

3. GROUNDED-GRID circuits make feasible and economical an arrangement of amplifiers that are integral units. These units are small in size, easy to handle, and require a minimum of inter-unit wiring. Their use simplifies installation problems and *reduces installation costs.*

4. GROUNDED-GRID circuits are simpler and require fewer components than conventional amplifiers. They tune easier, introduce less distortion—thus *insure better program quality.*

MAIL THIS COUPON for details about this important New RCA Line of FM Transmitters with the *GROUNDED GRID!*

Broadcast Equipment Section
RCA, Camden, N. J.

Please send me full information about your new RCA FM Transmitters with the new *Grounded Grid.*

Name.....

Company.....

Title.....

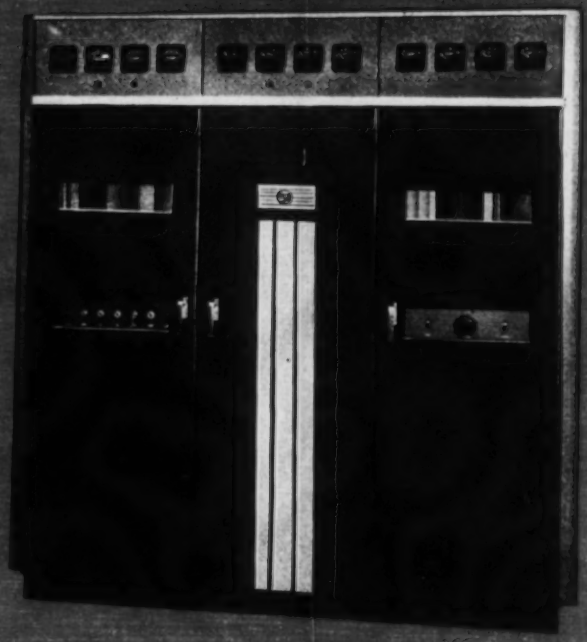
Street Address.....

City and State.....

97-6136-172

The new RCA 250-Watt
FM Transmitter—
Type BTF-250

The new RCA 1-Kw.
FM Transmitter—
Type BTF-1



The new RCA 3-KW.
FM Transmitter—
Type BTF-3

MAIL THIS COUPON for details about this important New RCA Line of FM Transmitters with the GROUNDED GRID!

Broadcast Equipment Section
RCA, Camden, N. J.

Please send me full information about your new RCA FM Transmitters with the new *Grounded Grid*.

Name.....

Company.....

Title.....

Street Address.....

City and State.....

97.6136.172

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

'Progar' Explained by Howard At Meeting of L.A. Engineers

PROGAR, robot audio monitoring amplifier device, was given its first public demonstration at a meeting of the Los Angeles section of the Institute of Radio Engineers, with technicians from all parts of Southern California attending.

Device was invented by Royal V. Howard, vice-president in charge of engineering of the Associated Broadcasters Inc. (KSFO San Francisco), Universal Broadcasting Co., and director of Universal Research Labs, San Francisco. Explained Mr. Howard:

"The Progar, while a precision audio instrument, is not an experimental laboratory model. As a device automatically and electronically regulating the volume of a radio station, it has been not only continuously tested but has been in continuous use for the past four years on both high and low power international and standard broadcast stations. It currently is being used on KSFO and KWID, KWIX San Francisco. The Progar has also been used for recording public address work, as well as other applications."

Explaining that the name was derived from "program guardian," Mr. Howard noted that the device "is an amplifier which has a special automatic gain control and incorporates a peak limiter.

"The Progar is intended to be used as an amplifier feeding a line to the transmitter, in one broadcast application example," he declared. "As another example, it is used at actual transmitter location to feed the transmitter. It can also be used for feeding other lines, for feeding a recording amplifier where, for example, it will prevent undercutting or overcutting. It may be used to feed a public address system and thus will assure automatic gain regulation and prohibit feed-back. It has been employed on telephone circuits and picture sound recording. Other uses are readily apparent."

INVENTOR Royal V. Howard (l) and Alfred E. Towne, chief of transmitter facilities for Associated Broadcasters Inc. and Universal Broadcasting Co., who assisted in development of the "Progar," robot audio monitoring amplifier device, check instrument now in use at KSFO San Francisco.

Mr. Howard pointed out that "practice has been to control audio program levels entirely by manual adjustment" and that "it is obvious that where the human factor enters into such regulation, constant and instantaneous regulation is not only impracticable but impossible to attain.

"The Progar," he declared, "is an all-electronic instrument designed to correct these deficiencies."

"In use," he said, "its operation can not be heard. Where employed for broadcast station use, listeners have been gratified by the stabilized audio flow of programs. It has successfully solved the listener's problem of jumping up and turning the station up or down on different programs or parts of programs.

"Psychologically it has resulted in listener retention. The listener is not urged by poor monitoring to shut the station off, turn it down or have the program fade below attention-retaining level. Operators on studio controls have reported that the instrument gives them a feeling of security and a working range instead of a fixed limit.

"Public address usage is to adjust the output gain to just below feedback point or desired level with the Progar gain at a maximum. Under these circumstances the instrument will hold the audio level at maximum at all times. For motion pictures and sound, many uses have been found. At transmitters it has relieved operating personnel of constant strain of master-monitoring the blind audio level input, for the Progar always assures a modulation level in keeping with requirements of the FCC."

LATEST EDITION of New York Telephone Directory contains a plain identification for Frank Sinatra, CBS star, which reads, "Sinatra-Singer". First name on page is "Sinatra, Sal", and last name on page is Singer, Milton, Sewing Machine Service."

In the UTAH Market

The POPULAR Station

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative JOHN BLAIR & CO.

Speaking of Purchasing Capacity

NOTE THESE FIGURES

*EFFECTIVE BUYING INCOME — FAYETTE CO. (Lexington)

Per Family $4,828

The highest Effective Buying Income "per family" county in Kentucky. . . . Total Effective Buying Income for Fayette County which has 22,300 families—$107,660,000 (1944).

*EFFECTIVE BUYING INCOME — LEXINGTON (Fayette Co.)

Per Capita $1,614

The highest Effective Buying Income "per capita" city in Kentucky. Total Effective Buying Income for Lexington—$85,543,000.

And Remember . . .

WLAP is the only station fully and exclusively serving Fayette County and 14 others in their Primary Coverage area. Total Effective Buying Income (1944) for these 15 counties $234,072,000.

*Copr. 1945, Sales Management Survey of Buying Power; further reproduction not licensed.

All of The Bluegrass Is In Kentucky—
But Not All of Kentucky Is In The Bluegrass

AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY

NUNN STATIONS
WLAP, Lexington, Ky.
WCMI { Huntington, W. Va. / Ashland, Ky.
WBIR, Knoxville, Tenn.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

WLAP
A NUNN STATION

Miller A. Welch, Manager

Lexington, Kentucky

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

a work of art...

the way Fulton Lewis, jr. can
keep so many sponsors result-happy!
This man Lewis has a way that
makes his listeners believe in
him and the sponsors he represents
nightly on 184 stations. Fulton Lewis, jr.
is recognized as America's No. 1
cooperative program. He's still available in
a few cities, if you want to get aboard.
Program originates from WOL, Washington, D. C.
Write, phone or wire at once to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

On the Service Front

USCG Radio Correspondent Returns After Year in Pacific

Harvey Twyman (r) does a news broadcast from the Navy's Guam studios with NBC's Jim Wahl.

PROGRESS ITEM on the Japanese use of radio was brought back to the States last week by U.S. Coast Guard Radio Correspondent Harvey Twyman, Sp/1st Class. "Although I didn't see any radios in the houses in Tokyo," he told BROADCASTING, "one of the first things I heard there was a complaint from a Jap schoolmistress that the radio had been taken from her classroom—and she wanted it back in a hurry."

He said the American officer receiving the report ordered a search made immediately and the radio returned. So the Jap school system must be making use of radio in education, he surmised.

A former newsman with KOIL and KOWH Omaha and WFJB Marshalltown, Ia., Mr. Twyman has just returned after a year in the Pacific, covering the Iwo Jima and Okinawa invasions, and landing among the first correspondents to reach Japan immediately after the surrender. He is the first USCG correspondent to use a recorder in combat.

He is now assigned by the Coast Guard to the Treasury Dept. to aid in promotion of the 8th War Loan Drive.

In technical radio communications after he entered the service, he got his 1st. class operator's permit, then found himself assigned to the Coast Guard Alameda Band program on American. He did additional radio work with KJBS San Francisco at the time.

When orders came through transferring him to Public Relations, he went to the Pacific. By November '44 he was at the Navy's Pearl Harbor studios, working with Lt. Comdr. J. Harrison Hartley, now heading NBC's television news and special events department.

From there he moved on to cover the Iwo Jima invasion with a film recorder. After describing the naval shelling on D-Day from a ship lying off the island, he decided to go ashore and get a close-up of the action. About ten minutes after he hit the beach, a piece of shrapnel got him in the leg and he was taken back to his ship, where he continued recording.

His report reached the States in record time, and "I understand," Mr. Twyman said, "it was the first recorded eyewitness account to go on the networks. American carried it on the coast, and Mutual had it full network."

He was at Okinawa "hitchhiking all over the island with 300 pounds of recording equipment". Several of his features recorded there—among them descriptions of farming on Okinawa—were broadcast throughout the middle west.

In addition to doing features, Mr. Twyman handled Pacific pickups on net shows and interviewed more than 1,000 Coast Guardsmen for hometown recordings. On Guam during surrender negotiations, he did a special Coast Guard feature fed to NBC, arranged by NBC's George Thomas Folster. During this period, he also introduced Adm. Nimitz on a net relay broadcast from Guam.

After two weeks in Japan—where he found himself with a camera and no recording or broadcast facilities—he returned to the States. "The biggest problem facing broadcasters there," he said, "was the transportation. It was practically impossible to get a car or jeep, and public transportation was still in a bad state." He expects to be released in a few months—"and all I want to do is to get back to a station and get my hands on a good commercial again. Handling a commercial well is a great challenge—and opportunity—for any broadcaster."

* * *

Wormser to Tokyo

CAPT. JACK WORMSER, formerly of NBC Hollywood, heads group

(*Continued on page 42*)

THE NIGHT OWL

ONLY ONE OF ITS KIND!

Yes, it's the only one in Hartford! Not another show in town from 11:15 to midnight, Monday thru Saturday, that is made up *exclusively* of requests from listeners! They call and write from far and wide, *and listen regularly!* No wonder *local* advertisers have snapped up this unusual feature! Great wonder that *national* advertisers haven't yet filled up remaining blocs at WDRC's low transition rate—*just one-third of the regular evening rate!* Be wise—use the NIGHT OWL! Write William F. Malo, Commercial Manager, WDRC, for more information.

COVERAGE 2 PROGRAMS GET ALL 3 ON WDRC RATE 1 3

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

It happened on NB

In the Beginning . . .

MAY 1932—*In 1932 NBC pioneered with a new type of satiric comedy program in contrast to the broader slapstick variety of air humor then prevalent. Its hero was over-endowed with the most common failings of the man-on-the-street. He was vain, penurious, boastful, and absurdly anxious to please. His name was Benny.*

• When Jack Benny plays his violin before an NBC mike it's "Love In Bloom."

• They love him in St. Joe—in New York, Yampa and Shirttail Canyon—in Italy, Germany, Africa, and the Islands of the Pacific—wherever American men and women have fought and served.

• So universally is Benny beloved as a great American jester that just as Lucky Strike Means Fine Tobacco—so does the Jack Benny Show Mean Laughs and Wholesome Comedy.

• With his gang—Mary Livingstone, Rochester, Phil Harris, Don Wilson and Larry Stevens—

Story of the Waukegan Wag) NO. 6 OF A SERIES

OCTOBER 7, 1945—*Jack Benny is starting his fourteenth year on NBC—the network's oldest comedian in point of service.*

TO SUM IT UP—*During his thirteen years on NBC, Jack Benny has piled up more rating points than any other entertainer on the air.*

Benny makes laughs pay dividends for American Tobacco Company; although sometimes the jokes behind the laughs are on the sponsor. In fact it was Jack who started this amusing business of kidding the commercial.

• During the 13 years Benny has been on NBC, many little known personalities and shows have come to the network and achieved fame. They have accomplished this because they have been given the unsurpassed facilities of the NBC Network, the vast NBC audience, and the association of such GREAT NBC programs as the Jack Benny Show.

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

Service Front

(*Continued from page 38*)

of AFRS mid-Pacific men who will assume radio duties as part of Information & Education detachment in Tokyo, Nov. 1. Group includes Sgt. Jimmy Schell, former engineer at Guam; Sgt. James Moore, in charge of programs at Saipan; Sgt. Bill Landrum, engineer at Peleliu. Paul Freye, writer at Kwajalein; Pvt. Al Lipton, former AFRS School.

☆ ☆ ☆

Brechner in Vet Radio

LT. JOSEPH L. BRECHNER was released last week from the AAF, where he has been in the program and placement department of AAF Office of Radio Production. He is to head radio activities for the Veterans Administration in Washington. He started in radio as free lance writer and later went to Harwood Martin Agency in Washington. In 1940 he joined Army recruiting service writing scripts, and a year later began writing for War Dept. Radio Branch, BPR. He has been in the Army since 1943.

☆ ☆ ☆

Report From Japan

CPL. WALTER KANER, who did publicity and special events at WLIB Brooklyn and WWRL Woodside, N. Y., reports from Japan that it is "like old home week" at the Japanese Broadcasting Bldg. in Tokyo. Capt. Ed Sarnoff, David Sarnoff's son, is with the radio section of Army public relations headquarters, as is T/Sgt. Bill Berns of WNEW Hollywood. "AFRS has taken over the No. 2 network of the Japanese Broadcasting Corp.," he writes, "as part of an eventual 19 station hookup. Key outlet is Radio Tokyo, a 10,000 watter which feeds programs to the net from 6:30 a.m. to 11 p.m. daily. Eight mobile units are also planned, with four additional stations at Kochi, Okayama and Tsuriga in Japan and Fusan in Korea. Japan's No. 1 network with 80 outlets continues operations as usual in Japanese."

☆ ☆ ☆

Goldman Returns to WJTN

CPL. SIMON GOLDMAN, vice-president of the James Broadcasting Co., and until his enlistment in 1943, manager of WJTN Jamestown, N. Y., has resumed managerial duties following Army release. He was in the Communications Division of the 12th Army Group from Normandy to Weisbaden, through five campaigns. Jay

Cpl. Goldman

E. Mason, president, is now devoting full time to the licensee company and radio station. James Broadcasting Co. has applied for an FM station in Jamestown.

☆ ☆ ☆

Restrictions Lifted

DIRECTIVE from Brig. Gen. Luther Hill, then director of War Dept. Public Relations, has advised U. S. Army war correspondents that they no longer must submit material for Army censorship. Only subjects which the War Dept. requests to review are those dealing with cryptography, military intelligence techniques, secret operations, tactics, methods and equipment. Gen. Hill expressed appreciation of "your loyal compliance with the sometimes irritating restrictions."

☆ ☆ ☆

Miller Heads ASF Radio

CAPT. BEN MILLER, former program director of WGAC Augusta, Ga., has been named head of the ASF Radio Branch, War Dept. Bureau of Public Relations, replacing Maj. Andre Baruch, who has returned to network announcing. Capt. Miller was recently promoted to that rank.

☆ ☆ ☆

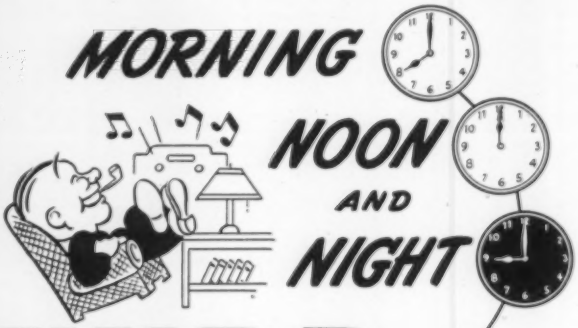
Lt. Fred Blees

LT. (j.g.) FRED WILLIAM BLEES, 29, well known in Hollywood and on New York stage, died in typhoon which struck Okinawa on Oct. 9. His father, William A. Blees, is vice-president and West Coast manager of Young & Rubicam Inc. Surviving besides parents and wife, are William Blees III aged 5, Betty Blees aged 3. Brother of the deceased, David Hugh Blees, Hollywood radio actor, died last June.

Correction

CKEY Toronto under recent agreement with CBC is allowed to solicit United States network programs not now carried by the CBC networks in Canada, but where program is carried by CJBC, CBC Dominion network key station at Toronto, CKEY may be added to the network. Program cannot be switched from CJBC to CKEY as stated in BROADCASTING, Oct. 15, p. 89.

WKBB
Delivers the Listeners in DUBUQUE
Iowa's Fastest Growing City



WKBB
is First in Dubuque

Industrial expansion has created more employment in Dubuque today than during the wartime peak. As the fastest growing city in Iowa, Dubuque provides an ever-increasing, buying audience for your radio program! Dubuque is served by four trunk-line railroads, plus truck freight lines and barge transportation on the Mississippi.

WKBB offers you the most effective coverage of the Dubuque area as evidenced in the recent survey by Robert S. Conlon & Associates. This survey proves that more Dubuque people listen to WKBB—morning, noon, and night—than to any other radio station. Listener preferrence for WKBB programs runs as high as 4 to 1.

For your greater profit, you can reach Dubuqueland's fastest growing market through Dubuque's first and most popular radio station, WKBB!

James D. Carpenter—Executive Vice President
Represented by Howard H. Wilson Company

WKBB DUBUQUE IOWA
AFFILIATED WITH AMERICAN BROADCASTING COMPANY

OMAHA RADIO NEWS

VOLUME 1—NUMBER 1 OMAHA, NEBRASKA NOV. 1, 1945

NETWORK CHANGE GETS HOT PROMOTION BY STATION KOIL!

NEW ABC SHOWS EAGERLY AWAITED BY OMAHA LISTENERS

Omaha radio fans who eagerly awaited the change have been rewarded with six full hours of brand new evening entertainment coming to them from KOIL-ABC.

Shows Omahans have heard of — but have never heard—are on the KOIL night-time schedule. Listeners to the top daytime sparklers, such as BREAKFAST CLUB, GLAMOUR MANOR, BREAKFAST IN HOLLYWOOD, have been added to the already large KOIL audience.

KOIL, already known for its top-notch news presentations, special events department and large dramatic staff, now has the most well-rounded and complete entertainment schedules of any mid-western station.

SEVERAL MAILINGS USED IN PROMOTION

The U. S. Mails were jammed with announcements hailing the switch of KOIL to ABC. More than 100,000 'coasters' were distributed to eating and drinking establishments. A four-page newspaper size publicity mailing was received by 60,000 families in Omaha and Council Bluffs. A 'Fax File' and gift were mailed to advertisers, agencies, grocers and druggists.

HOW NETWORK SHOWS AIDED LOCAL PROMOTION

KOIL'S switch to American was given a rollicking send-off by the network. American immediately dispatched several of its most popular shows to Omaha to originate there during the first week of the switch. As a result the station's local promotion landed squarely in the public eye, with much added publicity and prestige among Omaha listeners.

American further supplemented the promotional campaign with a lavish schedule of welcoming network announcements. KOIL itself carried a huge schedule of announcements plugging the new shows American is bringing via the new hook-up.

. . . He's Happy Now

Mark Woods, American's president, was happily demonstrating to advertisers this week how KOIL'S Advancement By network Change open a greater market through a new outlet, and brings new audiences to KOIL advertisers.

☆ ☆

. . . Wherever You Go

Wherever you go in Omaha these days you're bound to be reminded of the new shows on KOIL via ABC. At the theatres, on trolleys and taxis, and in restaurants and taverns, you'll see announcements of the new network switch.

13 MEDIA USED TO PUBLICIZE SWITCH TO ABC

OMAHA, NEBR.—In one of the most intensive promotion campaigns ever staged, Radio Station KOIL really told Omaha about the switch to the complete facilities of the American Broadcasting Company.

Using thirteen different media, the station started early in October publicizing the network change which took place November 1.

To herald the change, 2,400 inches in 18 newspapers were used consistently, plus more than 1,000 inches in the Omaha World-Herald. Sixty thousand four-page newspaper-size folders were mailed to as many homes in Omaha and Council Bluffs.

For eight weeks, theatres in Omaha are carrying screen ads informing movie-goers of the bright new shows now in town via KOIL-ABC. Taxis throughout the city displayed large, colorful KOIL posters. A full-showing of car card advertising was used both inside and outside street cars and busses. More than 100,000 'coasters' were used in eating and drinking establishments.

Some of the most popular ABC programs originated in Omaha, headlining the entire campaign. KOIL carried a tremendous schedule of change-over publicity—supplemented by American's own welcoming announcements.

In addition to local advertising, the station used national and regional media — BROADCASTING MAGAZINE, ADVERTISING AGE, STANDARD RATE AND DATA, and widely read dealer publications. A 'Fax File' and a gift were mailed to agencies advertisers and all Omaha and Council Bluffs grocers and druggists.

KSOO-KELO RETAIN BBC ORIGINATIONS

KSOO-KELO Sioux Falls, which have carried shortwave broadcasts from the British Broadcasting Corp. regularly since February 1944, plan to continue newscasts, commentaries and special features even though the war is over.

They find the BBC originations attract and hold sizeable audiences and regard them as a means of broadening listeners' views on subjects of common interest. Broadcasts have ranged from descriptions of D-Day landings in France to chats by a British housewife on how to prepare fish.

Listeners were given a good example of British equanimity when the stations lined up a series of BBC farm broadcasts. Day for the first farm feature turned out to be D-Day—war broadcasts were interrupted while BBC talked about cows.

BIRTHDAY CAKE weighing 750 pounds is eyed by agency executives and producers in the studio lobby of KNX Hollywood on the station's 25th anniversary Oct. 17: (l to r) Donald Thornburgh, CBS Pacific Coast v-p; Cornwell Jackson, v-p, J. Walter Thompson Co.; Ted Scherdeman, Lennen & Mitchell; John Weiser, v-p, Ruthrauff & Ryan; August J. Bruhn, McCann-Erickson Inc.; Harry W. Witt, CBS Pacific Coast assistant general manager; Don Bernard, Hollywood manager, William Esty Co.; Nate Tufts, v-p, Ruthrauff & Ryan; William Rousseau, Biow; Wayne Tiss, v-p, BBDO; Neil Reagan, McCann-Erickson; Don Clarke, BBDO; Jack Zoller, BBDO; Henry Legler, Warwick & Legler; Paul Franklin, Compton Adv.; Al Scalpone, Young & Rubicam Inc.

For BUYING POWER that pays off in SALES, Look to GREATER KANSAS CITY

KCKN's MARKET COVERAGE

And for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and *only* KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to KCKN for the kind of radio entertainment *they* like—day and night, *all* night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City's nine hundred million dollar buying power *without* the rate penalty of outstate coverage.

Contact your nearest Capper office for availabilities.

24 HOURS A DAY—KCKN is the only Kansas City station broadcasting day and night—all night.

"THIS IS MUTUAL"—At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

GREATER KANSAS CITY MARKET DATA

COUNTIES (and Important Cities)	O.P.A. Civilian Pop. 2-15-44	Effective Buying Income	Total Retail Sales	Homes With Radios
Jackson (Mo.)	485,900	$776,365,000	$380,370,000	133,067
Kansas City	431,700	705,330,000	364,500,000	112,945
Wyandotte (Ks.)	144,500	196,114,000	78,040,000	36,676
Kansas City	135,000	182,250,000	74,433,000	31,163
Johnson (Ks.)	40,200	26,739,000	11,880,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 15, 1945. (Reprinted with Permission)

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY. WIBW, TOPEKA

ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977

SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

NBC NEWS, EVENTS DUTIES REALIGNED

FRANCIS C. McCALL, manager of operations of NBC's news and special events department, will concentrate on active supervision of all news and commentary programs, with special attention to developing on-the-spot news material, under a realignment of operational and administrative duties announced last week by William F. Brooks, director of the department.

Mr. McCall

Adolph J. Schneider, assistant manager of operations, will develop and supervise all NBC special events programs. Joseph O. Myers has been appointed assistant to Mr. Brooks to coordinate facilities and bookings and to clear bookings, schedules and circuit orders with other departments.

ATS Speakers

SPEAKERS who are to address the American Television Society during the 1945-46 season include Paul A. Porter, chairman of FCC; James A. Farley, head of Committee for Economic Development; Col. Sosthenes Behn, president of International Telephone & Telegraph Corp.; Norman Corwin, radio and television script writer; Charles H. Brewer, North American director of BBC, and James Lawrence Fly, former chairman of FCC.

Vallee Sued

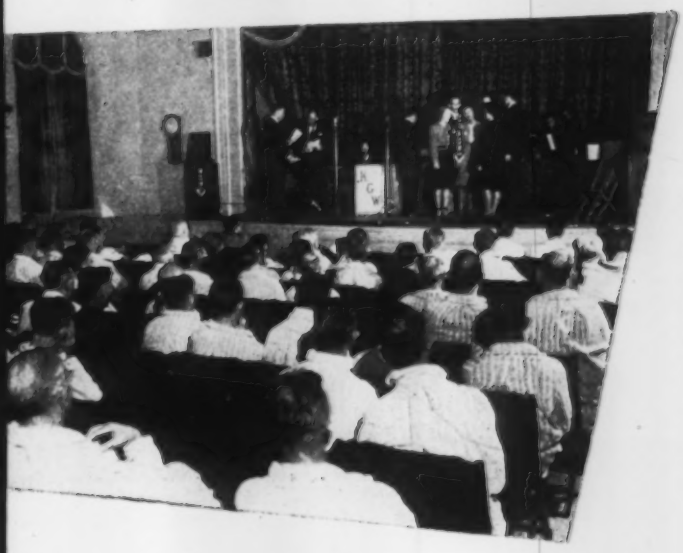
SARA BERNER, Hollywood radio comedienne, filed $19,500 suit in Los Angeles Superior Court against Rudy Vallee, star of NBC *Rudy Vallee Show*. Actress charged Vallee refused to spot her on that series at $500 weekly as he had assertedly promised. Oral agreement called for air credit on 39 week basis starting Aug. 30 last.

Dr. Paul I. Carter, Superintendent Veterans Hospital, checks script of KGW's Monday night veteran's program, "Remember our Men."

First in Peace

KGW's "Remember Our Men" CAMPAIGN MARCHES ON!

Rotund movie-star, Eugene Pallette, signs the "Remember Our Men" pledge card presented by KGW's popular sports announcer, Rollie Truitt.



This on-the-scene shot shows patients at Portland Veteran's Hospital engrossed in the "in person" performance of one of KGW's "Remember Our Men" programs with the KGW girls' trio and male quartet at the mike.

It's easy to forget—but we at home have the responsibility of remembering what our men and women did for us during the war period. Characteristically, KGW has accepted this challenge and has inaugurated a "Remember Our Men" campaign to CONTINUE to provide entertainment for men and women still confined in veterans hospitals.

Write for free
"Remember Our Men" pledge cards

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

RADIO ANTENNA on roof of the 24-story Western Union building in New York is examined by H. P. Corwith, Western Union assistant chief engineer (research). It is part of a microwave radio relay system with which Western Union proposes to improve telegraph service.

Microwave Radio Relay System Is Proposed by Western Union

PLANS by Western Union Telegraph Co. to improve telegraph service to American cities during the next seven years through a microwave radio relay system developed by RCA were announced Oct. 22 by A. N. Williams, president of Western Union, New York.

New system will eventually replace pole lines and the present 2,300,000-mile telegraph network, but no lines will be removed until an established radio system has proved satisfactory, government approval is obtained, and existing contracts permit, company spokesman said.

Western Union has applied to the FCC for permission to establish experimental system between New York and Washington, New York and Pittsburgh, and Pittsburgh and Washington. An experimental system established between New York and Philadelphia last spring, through cooperation of Western Union and RCA (which gives Western Union right to use all RCA inventions) and with the sanction of FCC, has been successful in meeting all tests imposed and provided experience for foundation of proposed nation-wide system, it was reported.

Although the system could be used for various kinds of circuits, including multiplex, facsimile, teleprinter, and FM broadcasting programs, Western Union does not yet know whether its facilities will be used for any purpose other than sending of telegrams.

System would provide radio beams in each direction, with each beam equipped to provide 270 multiplex circuits, so that 1,080 operators could transmit telegrams simultaneously over a beam in one direction. Radio beams operate at such high frequencies that antennas required to send and receive waves are only four inches long. Behind each antenna is a six-foot parabolic reflector, similar to those used by searchlights. Principle is much the same as that demonstrated by Federal Telephone & Radio Corp. [BROADCASTING, Oct. 1].

Twenty or more voice frequencies may be sent over the beams simultaneously, making it possible for at least that many FM broadcasts to be transmitted at once, and perhaps more, depending on how far new channels are developed on the beams. FCC has been requested to permit operation of the set-up on some of the high frequency bands recently allocated for use by radio relay systems and also to allow Western Union to handle commercial telegraph traffic as part of the test program.

AUTHORIZE STUDIES FOR RELAY SERVICE

APPLICATIONS of RCA Communications Inc. for eight Class 2 experimental fixed radio stations were granted by the FCC last week. Purpose of project is to study and develop automatic and unattended radio relay lines of communication. Particular interest is handling of telephone and telegraph traffic.

Stations will be located at New York, Wilmington, Havre de Grace, Baltimore and Washington. To use RCA composite type experimental equipment, stations will operate on frequencies to be assigned by Commission with 25 w power, unlimited hours.

New England Telephone & Telegraph Co. at same time was granted requests for Class 2 experimental land station and 52 portable-mobile stations to study technical and other requirements of proposed urban mobile telephone service for the general public. Research will be conducted in Boston area using General Electric type experimental equipment. Temporary assignment for land station is 156.53 mc with 250 w and special emission for FM (telephony), and mobile units, 157.43 mc, 15 w.

Training Poll

FIRST RESULTS of a poll of public opinion on universal military training will be given by Walter Kiernan on his *Kiernan's News Corner* cooperative broadcast on American Nov. 2. Kiernan started poll within a few hours after President Truman finished his speech to Congress on subject Oct. 23.

A TOP SPOT★ for POSTWAR BUSINESS

★ *Radio Daily Survey*

The Radio Daily Survey of postwar opportunities rates only sixteen cities as A-1 prospects, and Nashville is one of them! Only one Tennessee city has an A-1 postwar rating and that is Nashville! . . . So don't overlook Nashville and the rich, Middle-Tennessee market in making your postwar plans . . . In the area served by WSIX, with its popular AMERICAN and MUTUAL programs, are more than a million potential buyers for your product.

AMERICAN
MUTUAL

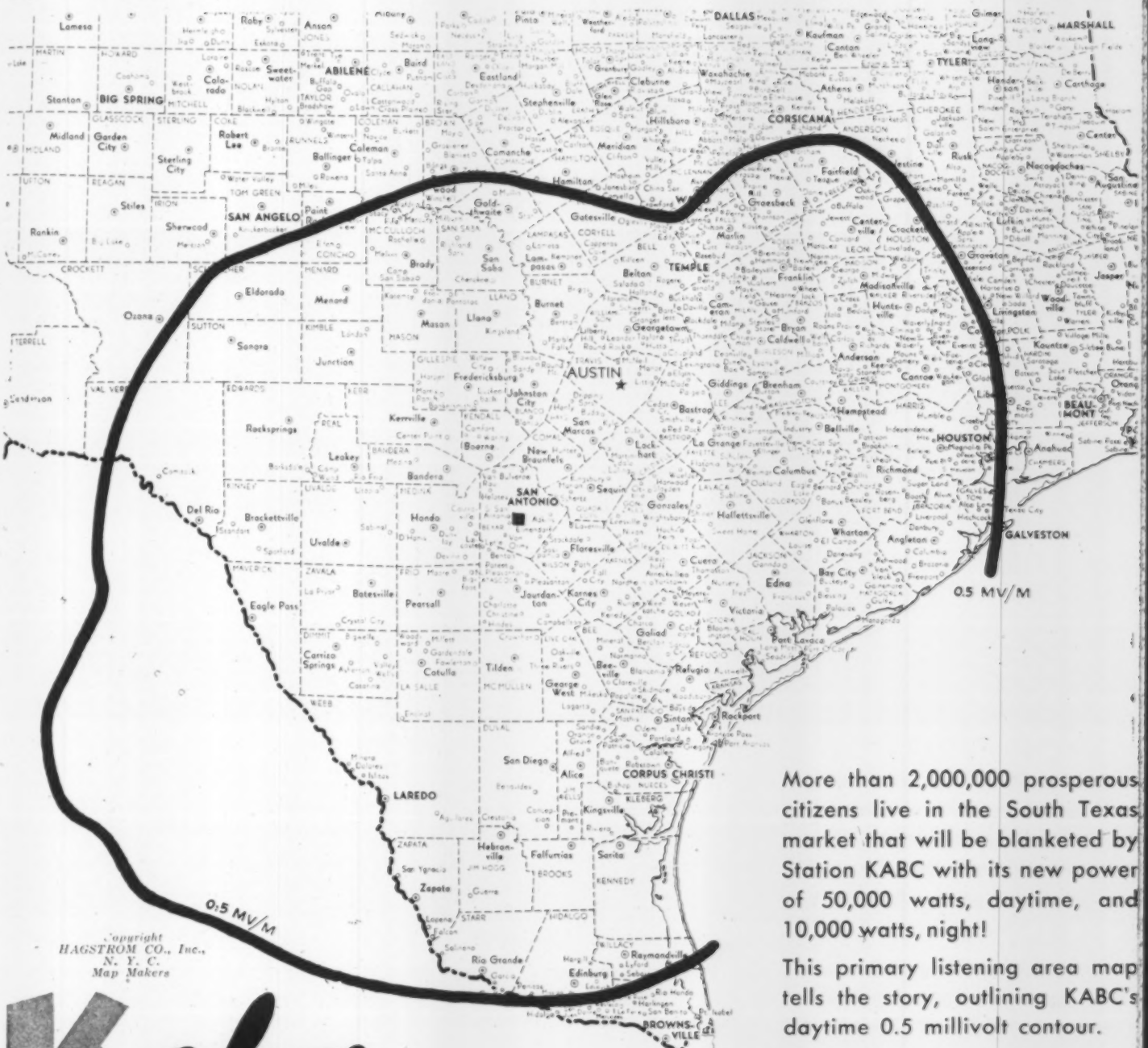
WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5000 WATTS
980 K.C.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

EQUIPMENT TESTS HAVE STARTED!

Kabc in San Antonio Will Soon Go 50,000 Watts on 680 kc.



Copyright
HAGSTROM CO., Inc.,
N. Y. C.
Map Makers

More than 2,000,000 prosperous citizens live in the South Texas market that will be blanketed by Station KABC with its new power of 50,000 watts, daytime, and 10,000 watts, night!

This primary listening area map tells the story, outlining KABC's daytime 0.5 millivolt contour.

Kabc

Outlet of the AMERICAN BROADCASTING CO.

SAN ANTONIO

Represented Nationally by WEED & CO.

SERVING THE PUBLIC INTEREST IN SOUTH TEXAS

Conditional Grants for New FM Stations

Following is a list of the actions:

City	Applicant	Interest in Standard Station	Type of FM Station
	ALABAMA		
Birmingham	Johnston Broadcasting Co.	WJLD	Metropolitan
	ARKANSAS		
Fort Smith	Donald W. Reynolds	..	Metropolitan possibly rural
	CALIFORNIA		
Fresno	J. E. Rodman	KFRE	Metropolitan, possibly rural
	FLORIDA		
Ft. Lauderdale	Gore Publishing Co.	..	Metropolitan
Jacksonville	Florida Broadcasting Co.	WMBR	Metropolitan
Miami	Miami Broadcasting Co.	WQAM	Metropolitan
Miami Beach	A. Frank Katzentine	WKAT	Metropolitan
St. Petersburg	Pinellas Broadcasting Co.	WTSP	Metropolitan
Tampa	The Tribune Co.	WFLA	Metropolitan
	GEORGIA		
Augusta	Augusta Broadcasting Co.	WRDW	Metropolitan
Columbus	Ga.-Ala. Broadcasting Corp.	..	Metropolitan
Macon	Middle Ga. Broadcasting Co.	WBML	Metropolitan
Macon	Southeastern Broadcasting Co.	WMAZ	Metropolitan
Moultrie	Frank R. Pidcock Sr.	WMGA	Metropolitan
	IDAHO		
Boise	Georgia Phillips, d/b as Boise Broadcast Station	KIDO	Metropolitan
	IOWA		
Burlington	Burlington Broadcasting Co.	KBUR	Metropolitan, possibly rural
Des Moines	Central Broadcasting Co	WHO	Metropolitan
Dubuque	Dubuque Broadcasting Co.	WKBB	Metropolitan possibly rural
	KANSAS		
Lawrence	The World Co.	..	Metropolitan
Wichita	The Farmers & Bankers Broadcasting Corp.	KFBI	Metropolitan
	LOUISIANA		
Alexandria	Alexandria Broadcasting Co. Inc.	KALB	Metropolitan
New Orleans	The Times Picayune Pub. Co.	..	Metropolitan
New Orleans	Loyola University	WWL	Metropolitan
	MAINE		
Bangor	Portland Broadcasting System, Inc.	WGAN	Metropolitan
	MINNESOTA		
Mankato	Southern Minn. Supply Co.	KYSM	Metropolitan
St. Paul	KSTP, Inc.	KSTP	Metropolitan, possibly rural
St. Paul	WMIN Broadcasting Co.	WMIN	Metropolitan
	MISSOURI		
Kansas City	WHB Broadcasting Co.	WHB	Metropolitan
St. Louis	Mo. Broadcasting Corp.	WIL	Metropolitan
St. Louis	Thomas Patrick, Inc.	KWK	Metropolitan
Omaha	Inland Broadcasting Co.	KBON	Metropolitan
	NEVADA		
Las Vegas	Nevada Broadcasting Co.	KENO	Community
Reno	Reno Newspapers, Inc.	..	Metropolitan
	NORTH CAROLINA		
Burlington	Alamance Broadcasting Co. Inc.	WBBB	Metropolitan
Durham	Durham Radio Corp.	WDNC	Metropolitan
Greensboro	Greensboro News Co.	..	Metropolitan
Roanoke Rapids	Telecast, Inc.	..	Metropolitan
Roanoke Rapids	WCBT, Inc.	WCBT	Metropolitan
Rocky Mount	Josh L. Horne	..	Metropolitan
Rocky Mount	William Avera Wynne	WEED	Metropolitan
Washington	Tar Heel Broadcasting System, Inc.	WRRF	Metropolitan
Winston-Salem	WAIR Broadcasting Co.	WAIR	Metropolitan
Salisbury	Piedmont Broadcasting Corp.	WSTP	Metropolitan
	OKLAHOMA		
Oklahoma City	KOMA, Inc.	KOMA	Metropolitan, possibly rural
Shawnee	KGFF Broadcasting Co.	KGFF	Metropolitan
Tulsa	Fred Jones Broadcasting Co.	..	Metropolitan
	OREGON		
Medford	Mrs. W. J. Virgin	KMED	Metropolitan
Portland	KXL Broadcasters	KXL	Metropolitan, possibly rural
Portland	KOIN, Inc.	KOIN	Metropolitan
Portland	Pacific Radio Advertising Service, a partnership composed of John C. Egan and Wilbur J. Jerman	KWJJ	Metropolitan
	SOUTH CAROLINA		
Columbia	Surety Life Ins. Co.	WIS	Metropolitan
Greenville	Textile Broadcasting Co.	WMRC	Metropolitan
Greenville	The Greenville News-Piedmont Co.	WFBC	Metropolitan
	TEXAS		
Beaumont	KRIC, Inc.	KRIC	Metropolitan
Brownsville	Brownsville Herald Pub. Co.	..	Community
Galveston	The KLUF Broadcasting Co. Inc.	KLUF	Metropolitan
Houston	Houston Printing Corp.	KPRC	Metropolitan
Houston	KTRH Broadcasting Co.	KTRH	Metropolitan
San Antonio	The Walmac Co.	KMAC	Metropolitan
Texarkana	KCMC, Inc.	KCMC	Metropolitan
	VIRGINIA		
Norfolk	WTAR Radio Corp.	WTAR	Metropolitan
Portsmouth	Portsmouth Radio Corp.	WSAP	Metropolitan
Richmond	Havens & Martin, Inc.	WMBG	Metropolitan
	WYOMING		
Cheyenne	Frontier Broadcasting Co.	KFBC	Metropolitan

Army's First Video

ARMY'S first television show will be produced over WBKB Chicago by the Sixth Transportation Zone Nov. 13. Titled, "The Transportation Corps Brings 'Em Back", the show will be written and produced by S/Sgt. Saul C. Korkin, who has been writing radio scripts for the Army. Professional actors will augment military personnel in the video broadcast.

BEE BAXTER HAS HAD 15 YEARS OF SUCCESSFUL SELLING OF SUCH PRODUCTS

AS--- *Dromedary Ginger Bread* *Fanny Farmer Candy* *Occident Flour* *Woolfoam* *Rumford Baking Powder* *Bondex Hot Iron Tape* *E-Z Cut Ham* *Monarch Ranges* *Celanese* *Frigidaire*

IF YOU ALREADY HAVE, OR CONTEMPLATE, DISTRIBUTION IN THIS MARKET, THIS PROGRAM CAN SELL YOUR PRODUCT.

KSOO

SIOUX FALLS, SO. DAKOTA

1140 K C - 5000 WATTS

National Representatives

HOWARD H. WILSON CO.

Business Leaders plan for *Louisville!*

☆ The Stewart Dry Goods Co. *plans . . .*

BECAUSE the people of Louisville and this community have bought with confidence at The Stewart Dry Goods Company for nearly one hundred years and because of our firm belief in the future of Louisville, it has been possible for us to consummate negotiations started over three years ago, to expand into what will be one of the largest and most modern department stores in the South.

Our architects, Nevin & Morgan, have complete plans that call for the erection of a new building on what is now known as the old Pendennis lot adjacent our present building, which will make one unit fronting 217 feet on Walnut Street and 180 feet on Fourth Street. We will not only have the new building but the present building will be altered and improved so that the complete structure will embody the most recent developments in department store operations.

Associated with us in this development is the Louisville Realty Association which in 1905 erected our present building, because at that time we had a genuine belief in Louisville and that decision had a great deal to do with the fact that Fourth and Walnut has become and remains the center of the principal shopping district of Louisville.

WILLIAM G. FREDERICK, *President*

☆ Citizens Fidelity Bank & Trust Company *plans . . .*

FROM inquiries and plans in the development stage, we believe the commercial building trades and building labor in Louisville will experience unprecedented activity. At the conclusion of World War I, Louisville had hundreds of vacant stores and some idle industrial facilities. On V-J Day, Louisville's commercial stores, industrial plants and storage buildings were approximately 100% occupied.

Postwar plans of Louisville merchants were in the advanced stage at the close of the war in respect to site and building requirements. More than twenty-five new building and modernization projects are ready to start in the Louisville area for our clients. These include the enlarging of the building at the northeast corner of Fourth and Jefferson Streets, the new addition to Stewart Dry Goods Company's building, and the razing of the Gaston Apartment Building, 554–562 South Fourth Street, to be replaced by a new, modern commercial store building. These three alone are estimated at about $1,500,000.

The number of out-of-town manufacturers visiting our office immediately after V-J Day was both surprising and gratifying. The availability of aluminum from Reynolds Metals Company's Louisville plants was a big factor in turning out-of-town manufacturers toward this city. If only a reasonable percentage succeed in finding their requirements, their influence will help to stabilize Louisville's recent and large population growth.

It might be interesting to note that commercial building had its peak in Louisville in 1920, with a volume of $3,500,000. Roughly, the volume of building originating in our Bank and Trust Company alone for the first unrestricted post-war commercial building year will amount to upward of $3,500,000.

Our post-war plans include many building projects on the extensive real estate holdings under our management, including our own home on Guthrie near Fourth. Individual projects range from a few hundred dollars to one million dollars, and they cover most types of commercial developments.

All of the officers and employees of this Bank and Trust Company have dedicated themselves to facilitating local commerce and industry in its vital task of reconverting to peacetime business and the job of creating full employment in this community.

A. J. STEWART, *Vice-President*

No. 3 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS

MANAGEMENT

R. C. COSGROVE, vice-president of the Crosley Corp. recently purchased by the Aviation Corp., has been named vice-president in charge of sales for AVCO. Company's manufacturing units include Lycoming, republic Aircraft products, Spencer Heater Division and American Propeller Corp. In addition to his new duties Mr. Cosgrove continues as vice-president of Crosley and general manager of its manufacturing divisions. He is also president of Crosley Distributing Corp. Mr. Cosgrove, with Crosley for six years, is president of Radio Manufacturers Assn.

Mr. Cosgrove

GUILFORD S. JAMESON, Washington radio attorney, Oct. 16 was elected chairman of the Section on Administrative Law of the District of Columbia Bar Assn., a group consisting of 200 practicing lawyers in several fields, at annual meeting held at home of **LOUIS G. CALDWELL**, ex-chairman of the section and also broadcast attorney. Other officers elected who are interested in radio law were: **ELIOT LOVETT**, vice-chairman, president of the FCC Bar Assn.; **PERCY H. RUSSELL Jr.**, secretary; **H. DONALD KISTLER**, council member, of Kremer & Bingham. Mr. Jameson is former commissioner of U. S. Court of Claims.

BOB BUSS, former commercial manager of CKCK Regina, has joined CHAT Medicine Hat, Alta., as manager. Station plans to be on air early in 1946.

NILES TRAMMELL, president of NBC, was guest speaker at the Milwaukee Ad Club Oct. 25. His topic was "Radio Has Reached a New Starting Point".

SHIRLEY ENRIGHT, office manager of WTAR Norfolk, Va., has been elected president of the Norfolk Ad Club.

FRED SMITH, former vice-president of American Broadcasting Co. in charge of advertising, has joined Simon & Schuster, New York, as advertising and promotion director. Company is considering use of network radio. Mr. Smith also has been appointed by President Truman as director of public relations for the labor management conferences beginning Nov. 5 at the White House.

Mr. Smith

PHILLIPS CARLIN, Mutual vice-president in charge of programs, is on a business trip to Chicago. **EDGAR KOBAK**, president of Mutual, returns today from a trip to the Midwest. He left New York Oct 21. **ROBERT SWEZEY**, executive vice-president and general manager of Mutual, was chief speaker Oct. 24 at the Montreal Ad Club luncheon at Montreal. He related his recent experiences overseas.

PAUL E. MILLS, general manager of WOWO Fort Wayne, Ind., was one of 19 Fort Wayne men made "Flying Colonels" at a Kiwanis Club meeting recognizing their contributions to aviation.

STEVE WILLIS, general manager of WJNO West Palm Beach, Fla., has been re-elected for his fourth consecutive year to the board of directors of West Palm Beach Chamber of Commerce.

COMMERCIAL

THOMAS D. RISHWORTH, former NBC manager of public service programs and recently discharged from AAF, has rejoined the network as assistant manager of the package sales division, replacing **ROY PORTEOUS**, who has been named audience promotion manager of the NBC advertising and promotion department.

EDWIN H. SCHWEITZER has joined WELI New Haven, Conn., as sales manager. He will direct the sales force, supervise contact with establishments advertising on WELI and be in charge of national business placed on the station. In radio sales for six years, he was with WHTD Hartford, Conn., as account executive in charge of department store radio advertising.

Mr. Schweitzer

GEORGE W. MILLAR has been appointed sales manager of WJBK Detroit to succeed **IRWIN C. STOLL**, who takes over other duties in the sales department. Millar was Detroit manager of Pillsbury Mills Inc. until he resigned in 1944 to join Modern Market Merchandising Inc., an affiliate of Michigan Music Co., franchise holder of Muzak.

RICHARD E. GREEN, for seven years manager of national sales and sales promotion for KFPY Spokane, has been appointed to that post with KOMO Seattle. He also will be in charge of KOMO public relations.

Mr. Green

WILLIAM EWING, formerly of Spot Sales, Inc., New York, and commercial manager of WENT Gloversville, has joined Howard H. Wilson Co., New York. He has been associated with NBC in Washington and New York.

GIL JOHNSTON, formerly in the sound effects department of WBBM Chicago, is new member of sales staff of KMOX St. Louis. Prisoner of war in Germany for 13 weeks before V-E Day, he served for two years as fighter pilot with RCAF and three years in U. S. Eighth Airforce.

TAYLOR-HOWE-SNOWDEN Radio Sales, representative of the Oklahoma Network, the Lone Star Chain and seven stations in the Louisiana-Oklahoma-Texas area, will give its annual party for New York agency executives on Nov. 30 at the Ambassador Hotel, New York.

ARTHUR J. BARRY Jr. rejoins Free & Peters Oct. 29 as account executive in the New York Office. He has been on leave since 1942 for service with the Navy as radar officer and fighter director on an escort carrier in the Pacific. He was recently released from active duty as lieutenant commander.

GEORGE A. PROVOL, commercial manager of KDYL Salt Lake City, won the President's Cup in the fall golf tournament sponsored by Salt Lake Advertising Club.

JOHN H. DODGE, account executive of NBC television sales department is father of a boy born Oct. 21.

GEORGE JEFFERIES, formerly of the RCAF, has joined the sales staff of CJOR Vancouver.

STAN TAPLEY, commercial manager of CJCS Stratford, has been appointed to the same position with CKOV Kelowna, B. C.

MAX E. SOLOMON, account executive of WFIL Philadelphia, has been elected vice-president of the Fourth Estate Square Club, Philadelphia.

WWPG Palm Beach, Fla., has appointed Joseph Hershey McGillvra Inc., New York, as exclusive national representative.

CHML Hamilton, Ont., has appointed Adam Young Inc. as exclusive representative in the U. S. as of Nov. 15. Station expects to be on the air early in 1946.

MASTER KEY TO THE NORTHWEST

KFYR

KFYR

WELCOMES THE

NBC

FALL

"PARADE OF STARS"

YES . . . We're proud to be able to bring to our vast Northwest audience the tops in radio entertainment . . . the greatest stars . . . the finest music . . . the ultimate in drama, comedy and public service features.

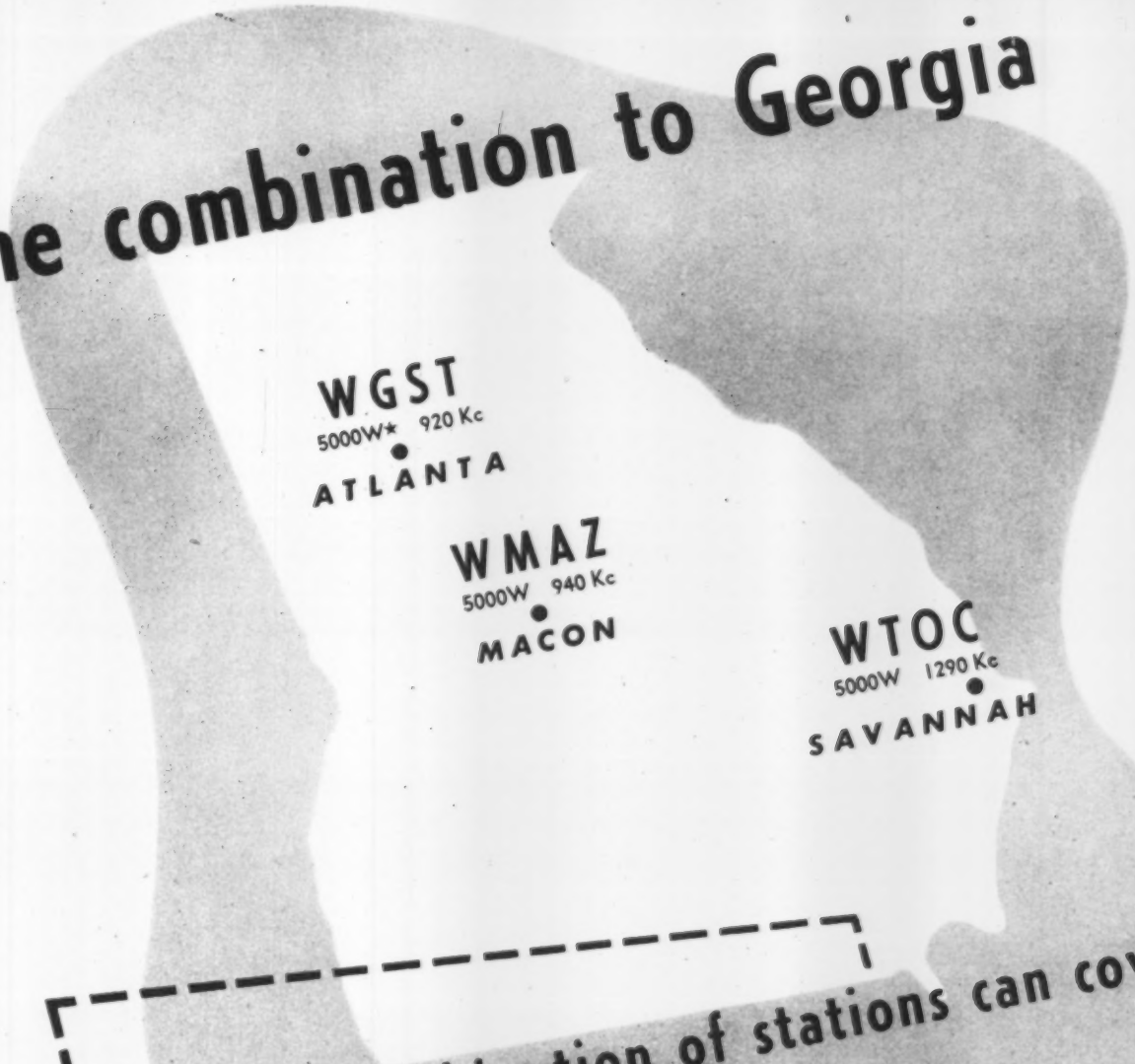
NBC PARADE OF STARS

AND . . . our audience is appreciative, too! That's why more and more advertisers are finding it profitable to use KFYR facilities.

For further details write us or ask any John Blair Man

KFYR BISMARCK N.D. 5000 WATTS 550 KILOCYCLES NBC

the combination to Georgia



only a combination of stations can cover Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job

—at one low cost

all CBS—available at combination rates

the GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

* 1000W AT NIGHT

It's not WHAT he cooks but HOW he cooks it

Whether it be *creamed chicken* or a sauce by Escoffier —it's not *what* he cooks but *how* he cooks it. Good taste, skill, years of practice and a natural aptitude are the ingredients for a good cook.

It's just like that in this business. The stations we represent know there is no place in it for beginners. Our people have those qualities that assure success. They give friendly, intelligent cooperation and they show skill that comes only from years of practice in the advertising business.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO ADVERTISING

NEW YORK · DETROIT · CHICAGO · LOS ANGELES · SAN FRANCISCO

Editorial

FM—For Musicians

WHO CONTROLS American radio and its destiny? You'd guess that broadcasters play a small part; that Congress writes the laws and that the FCC, as the administrative arm of Congress, enforces those laws.

But all that must be wrong.

New broadcast services are about to be born—FM and television. Allocations are all but made and the rules are being finally written. Everything, for better or worse, would appear to be set for FM as a new aural service destined to broaden radio's horizons. Television, too, has the amber light, about to turn green.

But someone forgot somewhere to reckon with James C. Petrillo—that pied piper of music. He has served notice on the network keys that there will be no duplication of musicians on AM and FM stations jointly operated (which means all network programs using live music). A separate staff of musicians or, more likely, a full complement of standbys, is what he seeks.

Petrillo has always started on the networks. They are easy prey because they have that curse of alleged "bigness". It is clear, however, what Petrillo means. Every network must have a duplicate staff of musicians (or pay out the equivalent cash) if it serves FM outlets. Most certainly Petrillo in due course will propose that every AM station follow suit.

The evil of featherbedding inherent in the standby, first introduced by Petrillo's American Federation of Musicians, is jumped from double to triple in the latest Petrillo manifesto. Presumably it would quadruple when he moves in on television, which indeed even now can't use live music until Petrillo figures the revenue.

In simple arithmetic, here's what the FM ruling means. Now, when the New York Philharmonic performs in New York for radio, its staff of 104 musicians are paid, and well. If the same performance should be carried over the FM adjunct of the AM key, standby must be paid for an additional 104 musicians. If the orchestra performs outside the New York local's jurisdiction, another 104 would have to be paid (or the cash deposited with the union).

It would be as if General Motors required the purchaser of one of its cars to buy two "standbys" of the same models to be run on a moving belt or to rust, because the new models might have triple the life of the old ones and therefore that much work or profit would be lost. How long would it be before Attorney General Clark had GM in the Federal courts?

As things stand, Petrillo is making a Herculean drive toward a still-birth of FM. A new medium, destined to lose money for many months, just can't stand the gaff of $5,000,000 or $7,000,000 in tribute to a private union.

Or maybe Petrillo is jockeying for position. We've seen him jockey before and, thanks to a protective law, enacted by a servile or frightened Congress, Petrillo has gotten practically everything for which he bargained. The anti-trust laws just don't touch the unions. Petrillo hasn't even been artful—he has just demanded and threatened and won.

Today it's FM on the spot, with television coming up. Yesterday, it was fixed quotas of musicians an all stations. There also was Petrillo's private WPA, wherein royalties for performance of recordings are paid by the manufacturers to the union.

Tomorrow it can be almost anything, unless Congress and the administration get together on means of making the anti-trust statutes applicable to unions (which today constitute the nation's biggest business), putting them on the same legal footing as private business.

Confusion and Contrast

WHEN CONFUSION runs wild, as it does in radio today, it's helpful to get back to fundamentals; to take an inventory.

Earlier this month one of the nation's high tribunals made a notable contribution in unanimously rejecting an appeal of eight religious groups which sought to compel WPEN Philadelphia to sell them time as had been done under the previous ownership of the station.

The ruling came only three days after Rep. Emanuel Celler (D-N. Y.) introduced a bill that would make radio broadcasting a public utility and provide rigid controls over programs, business practices and renewal procedures [BROADCASTING, Oct. 15]. Rep. Celler's 400-word bill to gut a free radio, was accompanied by a 1,000-word bombastic press release.

The three-judge Federal court issued no press release. It handed down an opinion in which it essayed faithfully to interpret the law. Although it had no connection whatever with the Celler Bill or the diatribes of others in public life against Radio by the American Plan, that opinion torpedoes practically every point raised as to reforms.

Mr. Celler wants station financial reports open to public inspection because telephone and telegraph companies do so.

Federal Judge John Biggs Jr., senior member of the appellate court, observed: "* * * a radio broadcasting station is not a public utility in the sense that it must permit broadcasting by whoever comes to its microphones."

Rep. Celler asks that Government fix sustaining time percentages for nonprofit activities.

The court recites (the FCC permitting and no violation of the anti-trust laws being involved) that there is no reason why the defendant (WPEN) "may not sell time to whomever it pleases".

And on the "trustee" point, the Court by coincidence, brings out that the religious plaintiffs seek to endow WPEN with the quality of "an agency of the Federal Government and endeavor to employ a kind of 'trustee-of-public interest' doctrine to that end". And the court answered: "But Congress has not made WPEN an agency of Government. For this court to adopt the view that it has such a status would be judicial legislation of the most obvious kind".

The seven-page opinion is replete with conclusions and comments which make crystal clear the Congressional intent that radio is a free, competitive enterprise.

"It is clear," states Judge Biggs, "from history and the interpretation of the Federal Communications Act that the choice of programs rests with the broadcasting stations licensed by the FCC."

That much is certain. The task now is to prevent, by sheer force of deed and logic, any breakdown of these provisions of the law.

Our Respects To -

ROBERT SWAIM PEARE

DIRECTING the operation of a single radio station is generally considered a full-time job, about all any one person cares to handle. However, Robert Swaim Peare, vice-president of the General Electric Company, not only directs one of the oldest and best known standard broadcast stations, WGY Schenectady, but has the responsibility for guiding the destinies of some eight other stations, two of which are located in California and six in Schenectady.

Probably no other company, with the exception of the major networks, operates the diversity of stations that fall under the watchful eye of Bob Peare. For, in addition to WGY, these eight other stations include five shortwave stations, a television, FM, and a state police station.

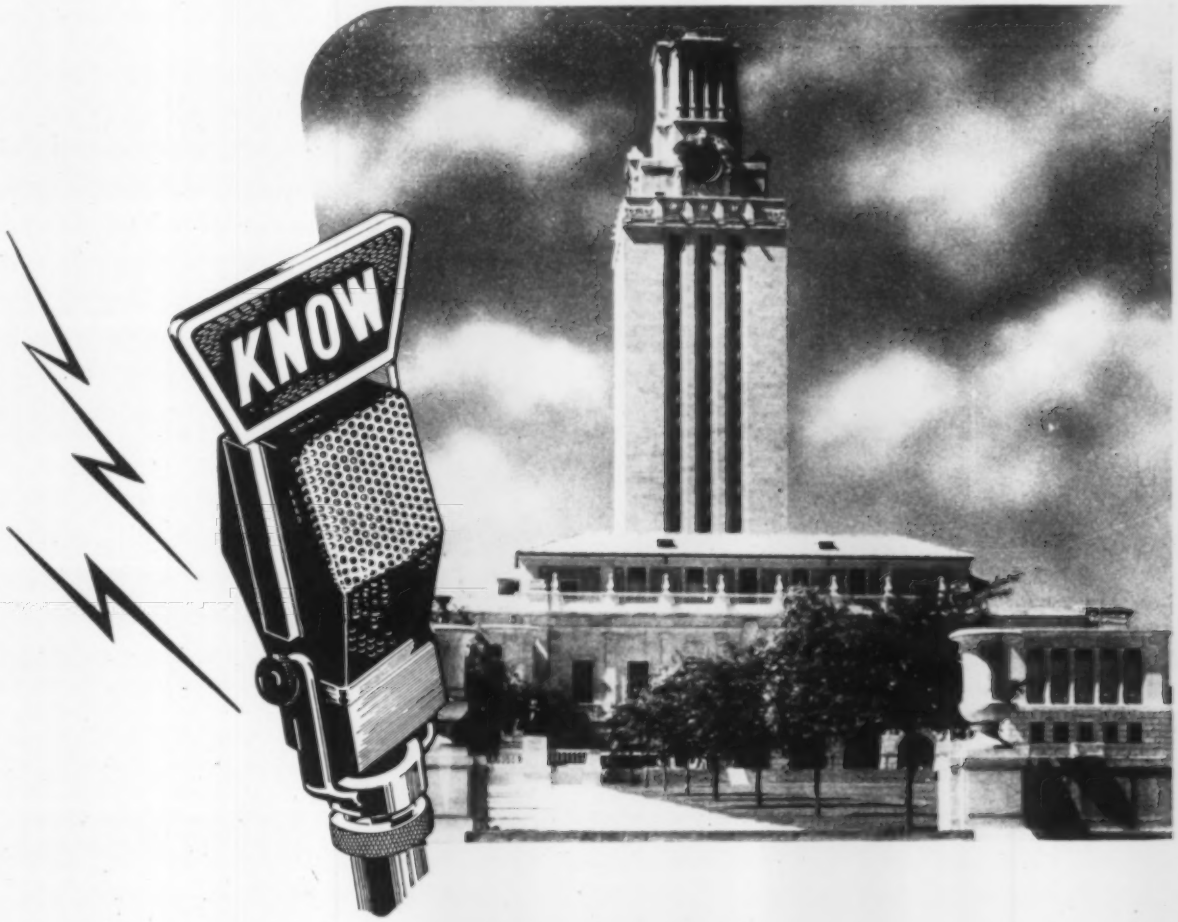
Temporarily, the Government has taken over programming of the five shortwave stations, and the state police transmit their own messages, leaving the remaining three under Peare's direction. Yet even now his duties are diversified and tremendous. In his capacity with G. E. it is not only broadcasting that occupies his time but also direction of the company's advertising, publicity and the many other services now called "publication relations".

Bob Peare gives a broad definition to his manifold tasks. To him, they constitute "serving the public". And whether it be supplying tickets for television program audiences, arranging broadcasts to welcome homecoming servicemen or signing a contract for a nationwide G. E. radio program, he gives to each task his personal interest and attention. His audiences are composed of individuals, he says, and it's on that basis he prefers dealing with them.

This deep interest Peare has in people undoubtedly stems from his early life and background. He was born in Bellmore, Ind., in 1901, the son of an Indiana country doctor, who returned to New York in 1906 for postgraduate study, bringing his small son with him to reside for a time on 127th street. This metropolitan experience was broadening to young Peare, but what made a deeper impression on his mind was riding the country roads of Indiana with his father on his professional calls. Here, he learned a great deal about human beings and their relations with each other, knowledge which later served him well in his dealings with the public.

A second major influence in his career was the University of Michigan, from which he was graduated in 1922. Like most rugged Indiana

(Continued on page 56)



We're in the **KNOW** *in Austin*

KNOW has the enviable position in Austin of being the oldest, best established radio station, with the highest Hooper rating in town. Situated in a city that boasts the State Capitol, the University of Texas, diversified industry, and many other advantages, KNOW reaches markets you cannot afford to overlook.

To you who make the decisions we would like to present these facts:

1. Average per family income in Austin is $4,850, well above the $4,061 per family income of the United States. *

2. Austin is a flourishing business city. Retail sales in 1944 were $55,560,000 or 40% above 1939 level.* Even during the depression Federal Figures show it was the second least affected city in the nation.

3. Austinites derive their income from many sources, making for a well-balanced economy.

You too can be in the "KNOW" about Austin. Ask us to send you further information.

* From May, 1945 Sales Management Survey

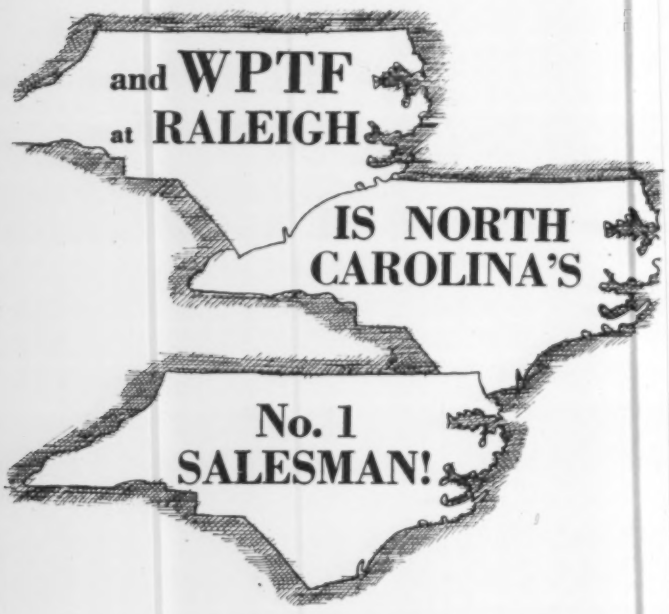
RADIO STATION KNOW

AMERICAN, MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & CO., *Representatives*

New York . . . Boston . . . Chicago . . . Detroit . . . Hollywood . . . San Francisco

Is North Carolina merely an agricultural state? Well, in 1942, salaries and wages totalled nearly 430 million dollars —a lead of more than 92 millions over the next-ranking Southern state and nearly double the average for all nine other Southern states. (Department of Commerce statistics.)



With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF at Raleigh is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Respects

(Continued from page 54)

youths, Bob spent more time in college playing basketball than sleeping, and although a broken ankle suffered in his sophomore year disqualified him from football, he stuck determinedly to basketball and won his college letter. During summer vacations he worked for the Pennsylvania Railroad, helped build bridges for the county road superintendent, mixed concrete and pitched hay.

Peare's steady ascent to a corporate official was round-about and devious. From college he entered the company's accounting department, as a member of the Business Training Course. Several months later he was transferred to the advertising department where he remained until September 1, 1923, when he returned to the statistical section of the accounting department and a year later became assistant to the chief statistician. In October 1926, he was elected secretary-treasurer of the Magua Company, G. E.'s printing and engraving organization, and three years later became general manager. On January 1, 1934, he was elected president, still retaining his other titles and responsibilities.

During the 14 years he spent at Magua, Peare made quite a reputation for himself. He proved his managerial ability by rebuilding and enlarging the plant three times during his stay of office; setting up a Magua sales organization at the Bridgeport, Conn., G-E works; organizing the Magua Company foremen's association. He is reputed to have known all of the Magua workers by their first names, to be recognized as the best poker player and worst bowler the organization ever produced. His diets were—and still are—famous, but even now he scales a solid 220 pounds, a throwback to his athletic days.

In April 1940, Bob Peare was appointed manager of the G-E publicity department, later elected a vice-president. His tenure in this position has been marked by a vast reorganization of the old publicity setup, resulting in a separate advertising and sales promotion staff for each of the company's six independently operating departments, all of which are coordinated under his direction as chairman of the G-E general advertising committee. In radio terms he is what might be designated a 448-kilowatt man—that being the combined rating of the nine stations for which he is responsible.

Outside the office, Bob Peare finds his greatest pleasure in home and family—his wife, Catherine and two daughters, Elizabeth and Nancy. He is a good fisherman and golfer. One of his mighty drives carried 350 yards to the green on the 15th hole at the Edison Club in Schenectady. Then he putted into a sandtrap. Ever since, he's been "On in One, Off in Two Pea-e".

BARNES, CARLISLE CITED BY WAR DEPT.

Mr. Barnes

Mr. Carlisle

TWO WWJ Detroit news commentators, Russell Barnes and John Carlisle, have been cited by the War Dept. for their contributions during the war.

Mr. Barnes, who left his radio job to become chief of the OWI Psychological Warfare Branch of the Allied Forces Hqtrs. in the Mediterranean, was awarded the War Dept's highest military citation to a civilian, the Exceptional Civilian Service Emblem for "outstanding work". Under his direction, Allied teams operated 12 radio stations, dropped nearly three billion pamphlets and maintained five mobile units. He is now on his way back to WWJ and the *Detroit News*.

Mr. Carlisle left WWJ to become correspondent with the 32nd Division in the Philippines and Tokyo. He was awarded the Bronze Star for his reporting of the Northern Luzon campaign, reputedly the only war correspondent in that area to receive the award. He went to the Pacific after covering the 3rd Army's push in Europe. Gen. George Patton wrote him a personal letter of commendation for his work there. He is now covering the story of the 3rd Fleet in San Francisco.

SCREEN RIGHTS to "Make Believe Ballroom", record musical show on KFWB Hollywood, have been purchased by Columbia Pictures Corp. for film version. Al Jarvis, producer-m.c. of radio program, will serve as technical advisor for motion picture.

OUR MESSAGE IS *TWO-FOLD*—BUT *SHORT*

Our business is that of creating and producing radio programmes that SELL. One—we can produce top-notch shows, in English, anywhere in Canada or the United States. Two—we understand French-speaking Canada thoroughly, and produce French radio shows for many leading advertisers. May we send you a brochure of radio shows available?

Our address is: Keefer Building, Montreal, P.Q.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

"... The judges, who spent a day in Chicago reviewing the records submitted by the contestants, reported: 'Station WTIC presented the broadest, most well-rounded group of program features designed to appeal to a large portion of the farm listeners, and their program planning, preparation, and presentation were outstanding'."

From VARIETY, September 26, 1945

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network
Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

THE FOLKS ON THE OUTSIDE* WANT TO DIAL

on the Pacific Coast, too!

THE OUTSIDE MARKET houses half the radio families on the Pacific Coast. These people are good customers—they spend approximately half of the more-than-eight-billion-dollars in retail sales each year

THE OUTSIDERS on the Pacific Coast want to dial your radio show, but they can't unless you release it on Don Lee... because the Pacific Coast is 1,352 miles long and covered with mountains up to 15,000 feet high—and only Don Lee has enough stations (39) to deliver both the "inside" and the "outside" markets completely.

This isn't just a guess. A special C. E. Hooper coincidental telephone survey of 276,019 calls, the largest ever made on the Pacific Coast, showed 40 to 100% of the "outside" audience tuned to Don Lee. (See example below.)

And no wonder... more than 9 out of every 10 radio families live within 25 miles of one of Don Lee's 39 stations (the other 3 networks *combined* have only 29 stations).

Don't keep your "outside" audience waiting any longer to hear your sales message. Use the network that carries practically as much Pacific Coast regional business as the other three networks combined—DON LEE!

Example from Special C. E. Hooper Survey

EL CENTRO, CALIFORNIA

STATION	SHARE OF AUDIENCE	
	Daytime	*Evening*
Don Lee Station KXO	74.4%	71.4%
Most popular out-of-town station	13.7%	14.0%

Other examples to follow

The Nation's Greatest Regional Networ

*

Approximately half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

WIND
CHICAGO
5000 WATTS 560 KC

Tops on the Dial

THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE

UP—PA—INS

EXCLUSIVE
CHICAGO BEARS FOOTBALL

EXCLUSIVE
BLACK HAWKS HOCKEY

EXCLUSIVE
24 HOURS NEWS SERVICE

EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

AGENCIES

THOMAS H. BROWN Jr., former vice-president and general manager of the Anacin Co. and most recently secretary of American Home Products Corp., is to join Dancer-Fitzgerald-Sample Nov. 1 as executive assistant to **H. M. Dancer**, partner.

ROBERT COLE, former Navy writer and producer of radio shows, has joined Detroit staff of Grant Adv. as account executive. Native of Detroit, he was with Campbell-Ewald and McCann-Erickson before joining Navy. With McCann - Erickson he was assistant creative director of Cleveland branch. In Navy he was head of radio section, public information branch, Seventh Naval District, Miami.

Mr. Cole

EXPORT ADV. Agency, Chicago, has opened Publicidad Amexica, Mexico City, to act as executive associate of Export's New York, Chicago and Buenos Aires offices.

PAUL LEHNER, released from the Army as captain after four and a half years service, has returned to staff of Gardner Adv. Agency, St. Louis, as group service manager. Prior to return he married **LILLIAN EASTHAM**, member of agency copy staff.

J. F. JOHNS, on sales force of WCCO Minneapolis since 1943, has joined Melamed - Hobbs, Minneapolis, as merchandising executive. He has represented newspapers, farm papers, radio stations and magaines since 1915, working with Chicago newspapers and "True Story Magazine."

Mr. Johns

JOHN MONSARRAT, released from the Navy as lieutenant after three years service, has resumed duties as vice-president of Platt-Forbes, New York. For more than 18 months he was radar officer aboard USS Langley, aircraft carrier, in the Pacific.

GARRIT A. LYDECKER, vice-president of Young & Rubicam, New York, lectured Oct. 22 on "The Agency's Part in Planning an Advertising Campaign" at the 17th annual survey of advertising course sponsored by Advertising Women of New York.

SIDNEY ENGEL, released from the Army and former assistant advertising manger of American Fruit Growers Inc., Chicago, has joined the Cromwell Adv. Agency, New York, as director of sales promotion and merchandising.

RUSSELL D. McCORD, former president of the McCord Co., has joined the San Francisco staff of BBDO in creative capacity.

RICHARD B. KREUZER has joined the San Francisco staff of Albert Frank-Guenther Law as production manager and art director.

WYLLIS COOPER, radio program and television manager of Compton Adv., New York, has supervised the production of a 12-minute movie short for Pocket Books, now being shown at book fairs throughout the country.

JOHN C. OTTINGER Jr., former assistant promotion manager of the bureau of advertising, American Newspaper Publishers Assn., has joined John A. Cairns & Co., New York, in an executive capacity.

JAMES S. CAMPBELL, recently released from the Navy, has rejoined BBDO New York, in the radio commercial department.

GEROLD M. LAUCK Jr., recently discharged from the AAF, has rejoined N. W. Ayer & Son, New York, as account representative.

HENRY C. FLOWER Jr. has returned to J. Walter Thompson Co., New York, as vice-president and director after serving as assistant to Commissioner Thomas McCabe on the Army-Navy Liquidation Commission.

ERNEST G. KOSTING and **EDMUND WOODING** have been appointed associate copy directors of J. M. Mathes Inc., New York.

GERALD L. SEAMAN, in charge of press and radio with Milwaukee regional office of U. S. Soil Conservation Service, has joined Bert S. Gittins Adv., Milwaukee, as radio executive. His assignments include "National Farm and Home Hour", sponsored on NBC by Allis-Chalmers Tractor Division. He is former radio editor of Agricultural Extension Service, North Dakota Agricultural College.

FRANK KEATING, formerly of the BBC and Compton Adv., New York, has joined the Toronto office of Spitzer & Mills. **YVES BOURASSA**, formerly of CKAC Montreal, and Radio Programme Producers, Montreal, has been appointed radio director of the Montreal office of Spitzer & Mills.

HENRY R. TURNBULL has resigned as account executive of the Duane Jones Co., New York, effective Nov. 1.

R. T. T. CHALLMAN, former director of merchandising for Arden Farms Co., Los Angeles (dairy products), has been appointed general manager of Productive Adv., Los Angeles. He succeeds **W. H. REUTER**, who resigned to become director of sales for the new middle-western offices of Standard Vanilla Co.

CHARLES MARSHALL has joined the Ad Fried Adv., Oakland, as research director.

LUIS G. DILLON, vice-president in charge of the foreign department of McCann-Erickson, New York, left Oct. 14 for a month business trip to Mexico.

PAUL B. CAVANAGH and **LANGLEY C. KEYES**, account executives with Alley & Richards Co., New York, have been admitted to partnership in the company.

HAZEL E. BERNSTEIN, formerly with Sterling Adv. Co. and more recently with Grey Adv. Co., New York, has joined J. M. Hickerson Inc., New York as copywriter.

JOHN GOODWILLIE on terminal leave from the 8th Air Force with rank of major and previously assistant advertising director of R. H. Macy & Co., has joined the copy staff of Benton & Bowles, New York.

CHARLES E. STANFORD, writer-artist, has joined Milne & Co., Seattle.

RENEWING old friendships at KMBC Kansas City cocktail party in Detroit for advertising executives were (l to r): Joseph Neebe, Campbell-Ewald v-p; Arthur B. Church, president and general manager of KMBC; Mr. and Mrs. S. Rubin of the Simons-Michelson Agency.

ARTHUR ESSLINGER has rejoined McCann-Erickson, New York, as an assistant account executive after four years and eight months in AAF. He entered AAF as a first lieutenant and rose to rank of major.

WILLIAM L. LEDWITH, former vice president of Hill Adv., New York, and previously with Gardner Adv. and Curtis Adv., New York, has joined J. M. Hickerson Inc., New York, in an executive capacity.

STELLER-MILLAR-FBBERTS Adv., Los Angeles, to accomodate expanded operations, has taken additional offices at 112 W. 9th St. **JAMES R. DEGRAW**, former advertising manager of Madsen Iron Works, Los Angeles, has joined agency as account executive.

KARL LOTT Jr., after 46 months Army service, has returned to Darwin H. Clark Adv., Los Angeles agency, as account executive.

ROBERT H. SCHMELZER, former advertising manager of North American Aviation Inc., has joined BBDO Los Angeles creative staff.

SHERMAN SLADE, discharged from AAF as lieutenant, has returned to Foote, Cone & Belding, Los Angeles, as executive on California Fruit Growers (Sunkist) account. **LT. CHARLES MELVIN**, released from Navy, also has rejoined agency as research department manager.

ERNEST G. MICHEL, released from AAF, has joined Oxarart Adv., Los Angeles, as production manager. New account executive is **WILLIAM W. HARVEY**, released from Navy.

BERNARD WILKINS, radio director for Sterling Adv. Agency, New York, resigned his position effective Oct. 22.

C. H. TRAPP, formerly with Anfenger Adv. Agency, St. Louis, has joined the copy staff of Gardner Adv. Co., St. Louis.

VIRGINIA LEE DODGE, former writer-producer of American Broadcasting Co., Chicago, is now on the copy staff of Pacific Coast Adv. Co., San Francisco. She previously was with American in San Francisco.

NEW HEADQUARTERS PURCHASED BY KFEQ

KFEQ St. Joseph, Mo., has bought the five-story Central Building at Frederick Ave. and Felix St. and plans to move its studios and offices there next summer.

Officials said the station, now in the Schneider Building, will occupy only the fifth floor. Office space on other floors will continue to be rented out. Purchase of new control room equipment will accompany transfer of the station to the new quarters.

KFEQ spokesmen, announcing the purchase from L. M. Pinkston for an undisclosed sum, said "changes are coming in broadcasting with regard to frequency modulation and television. Technical engineering requirements for studios and also for studio control equipment will be much higher. KFEQ will be in a position to meet these requirements."

KFEQ was licensed in 1923. Officers of the present KFEQ corporation, which was formed in 1935, are Barton Pitts, president and treasurer; Henry D. Bradley, vice-president; J. Ted Branson, secretary; Mr. Pitts, Mr. Bradley, Arthur V. Burrowes, and G. Glennon Griswold, directors.

LEW AVERY says . . . "It is our aim and objective—to bring the business of station representation out of the doldrums of passivity into the realm of aggressive activity."

"AGGRESSIVE ACTIVITY"

These can be just words—or they can be the key to a top-rated service. To us of Lewis H. Avery, Inc., they mean:

- . . . . facts and figures on time
- . . . . personal presentation of those facts and figures
- . . . . careful analysis of markets, time periods, programs available
- . . . . counsel on the most effective use of time in the light of local conditions
- . . . . merchandising support
- . . . . personal follow-through

It takes both the **Know How** and **Intent** to do this kind of job. We believe we've demonstrated both.

LEWIS H. *Avery* INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

PRODUCTION

CLYDE MOSER, for three years announcer at WTAR Norfolk, Va., has been named to succeed **BAILEY BARCO** as WTAR production manager. Barco has left station to devote time to music. He will continue as organist, however.

PATRICK J. GILMORE, formerly with WBEN Buffalo and Ellis Adv. Agency, has joined WITH Baltimore as announcer. He has been for four years in U. S. Coast Guard.

BOB PETERSON is new addition to announcing staff of WROX Clarksdale, Miss.

LAURA C. GAUDET, vocalist on musical staff of WTIC Hartford, Conn., is to make a concert tour of Canada during early part of November. First appearance is Nov. 9 in Ottawa.

MEL VENTER, recently released by the Navy as lieutenant, has returned to WFRC San Francisco as production manager.

JACKSON WEAVER, announcer of WMAL Washington, has been awarded a citation by the Rotary Club of Washington in recognition of his two years uninterrupted service as m.c. of the Rotary Club-WMAL "Entertainment Caravan", weekly show made up of stage and radio entertainers, which appears regularly at local service hospitals and veterans convalescent centers.

MAURICE DREICER, radio producer-director, is to edit a page on radio trends for "This Month" magazine.

DON ALBERT, musical director of WHN New York for 12th consecutive year will serve as musical director of the "Night of Stars" benefit at Madison Square Garden, New York, Nov. 13.

WARD WILSON, co-m.c. of the "Gloom Dodgers" on WHN New York, is now acting in the same capacity on the Saturday "Can You Top This" NBC series sponsored by Colgate-Palmolive-Peet Co.

FRED BARR, program director of WWRL New York on Army leave, is now on the announcing staff of AFRS radio station WVTM Manila.

BETSY ROSEN has returned to WTOL Toledo after attending Northwestern U. Summer Radio Institute, Chicago, and is now writing and voicing the Lion Store program, "Musical Memories".

CHARLES MOORE, released from the Navy, has been added to announcing staff of WCED Dubois, Pa. Another new member is **KEN JOHNSTON**, formerly with Dubois Courier-Express Daily.

DON C. McNAMARA, program director of KFI Los Angeles, will conduct U. of California extension division survey of television course starting Oct. 31. Technical standards, production techniques, programming problems, program ideas will be emphasized.

FRANCIS CONRAD, American western division station relations manager, is to discuss "Radio, Past and Future," as guest speaker of Portland (Ore.) Adv. Club on Nov. 7.

BOB STANLEY, member of the music staff of WOR New York, has been named associate conductor of music, and will assist **SYLVAN LEVIN**, station's musical director, with all music programs.

DAVE SCHOFIELD, released from the Army, has rejoined KFRC San Francisco as producer-announcer.

TOM LIVESEY, formerly of WIP Philadelphia, has joined the announcing staff of WHAT Philadelphia.

WILLIAM HUCKSER of the announcing staff of KYW Philadelphia has been named commander of National Post No. 2, American Veterans of World War II, Philadelphia.

A. E. POWLEY, chief of the CBC Overseas Unit, London, England, is expected back in Canada shortly. **CLAYTON WILSON** and **OSCAR SMITH**, formerly of the CBC Vancouver studios, are now with the CBC Overseas Unit, with the No. 1 Canadian Army Broadcasting Unit. Smith recently was discharged from the Canadian Army as captain.

PUBLIC SERVICE feature devoted to helping speed re-employment of displaced war workers and servicemen is conducted Monday through Friday 8:30-8:45 a.m. on WGR Buffalo by Max Robinson, seated, with cooperation of Leo W. Sweeney, director of Buffalo U. S. Employment Service, under sponsorship of Kleinhans, department store for men and boys. Titled "The Job Reporter", program has three commercials of strictly institutional nature.

HELEN JAMES, formerly of Vancouver, has joined the CBC Toronto production staff on women's programs following release from the Royal Canadian Army Medical Corps as a home sister. She has been on active service in Italy and Holland as messing officer of field hospitals.

CHARLES JENNINGS, assistant supervisor of programs of CBC Toronto, has been promoted to general supervisor of programs. **JEAN BEAUDET**, CBC supervisor of music, is now director of the CBC French network, with headquarters at Montreal.

EZRA STONE on Nov. 2 will resume role of Henry Aldrich in "The Aldrich Family" broadcasts on CBS sponsored by General Foods. The first Henry Stone played the role until his induction into the Army in July, 1941. Since then it has been played successively by **NORMAN TOKAR**, **DICK JONES** and **RAYMOND IVES**.

BILL SPIER, Hollywood producer of CBS "Suspense" program, has been signed as dialogue director for Orson Welles' international film, "The Stranger".

ROBERT O'SULLIVAN, former NBC Hollywood page, has joined KWJB Globe, Ariz., as announcer.

JOHN LYMAN, released from the Army, has rejoined NBC Hollywood production staff.

SONNY BURKE, musical arranger for Jimmy Dorsey's orchestra, and composer, has been appointed musical director of KMPC Hollywood.

HARRY VON ZELL, announcer of NBC "Time to Smile Show", has been signed for role in RKO film "The Dream of Home."

MARGE LOWE of American Hollywood publicity department and Ens. D. P. Newquist were married in Holtville, Cal., on Oct. 21.

ED HOUSTON has been appointed musical director of CKEY Toronto. He was at one time with CKRC Winnipeg.

VIC PAULSEN, announcer, shifts from KJBS to KSAN San Francisco.

ELLIS LIND, chief announcer of KYA San Francisco, is father of a girl.

HARRY W. FLANNERY, CBS Hollywood commentator, is author of article, "Selling U. S. Preferred", in current issue of Free World Magazine.

LT. DENNIS DAY, former featured vocalist on NBC "Jack Benny Show", has been assigned to Navy unit, AFRS Los Angeles.

MICHAEL CRAMOY, former New York radio writer, has joined CBS "Marlin Hurt Show" in similar capacity.

ABBOTT TESSMAN, with release from military service, has rejoined American network, Hollywood, as announcer.

J. DONALD WILSON, American western division program and production direc-

(*Continued on page 64*)

For:

***Dependable* Information on radio and markets in the Middle West and Great Southwest**

TAYLOR-HOWE-SNOWDEN *Radio Sales*

Let us help you now, Mr. Time Buyer, when it comes to building a sure-fire spot campaign that's certain to get maximum results. We know each individual market in the Middle West and Southwest. Our first-hand knowledge and wide experience in this rich, responsive territory can be of invaluable assistance to you. Call the T.H.S. representative nearest you today!

Affiliates

Texas
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

Oklahoma
KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK

New Mexico
KGGM—Albuquerque
KVSF—Santa Fe

Sales Offices

New York
Chicago
Dallas
Hollywood
San Francisco
Portland
General Offices—Amarillo

YOU MAY BE ABLE TO SCORE WITH A 63-YD. DROPKICK*—

BUT— YOU CAN'T REACH WESTERN MICHIGAN FROM DETROIT OR CHICAGO!

Regardless of power, frequency or distance there's little use in trying to boot your progress into Western Michigan via "outside" stations. You might just as soon try to kick a football through a stone wall, because this area has a wall of *fading* that isolates us even from the *largest* stations in Detroit and Chicago.

Local listeners can tune in local broadcasts *only*, with any degree of dependability.

Complete coverage of Western Michigan is available through a proven CBS combination—WKZO in Kalamazoo and WJEF in Grand Rapids—with crystal-clear signals and at a bargain rate per thousand radio homes. Let us give you *all* the facts—or just ask Free & Peters!

* *Mark Payne, Dakota Wesleyan, did it in 1915 against N. W. Normal.*

WKZO
CBS—FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

PRODUCTION

(*Continued from page 62*)

tor, has been made Hollywood radio director by Treasury Dept. for forthcoming Victory Loan drive.

BERNIE WIDOM, former CBS Hollywood usher, has joined KVEC San Luis Obispo, Cal., as announcer.

LEONARD CARLTON, assistant on radio to the publisher of the New York Post, who acted as program manager of the Post station WLIB New York until his recent special assignment as New York editor of the Paris Post, is father of a girl born Oct. 12.

MICHEAL KANE, released from RCAF, has joined announcing staff of CBM Montreal.

FRANK McISAAC, announcer of CBH Halifax, shifts to CBA Sackville, N. B.

LUCIEN COTE is new announcer with CBV Quebec.

JANE DURNIN, released from the WAC as sergeant, has returned to the program department of KYW Philadelphia. She went overseas in August 1943, and served in Africa, Italy, France, England.

ALAN GANS will handle commercials on "Gouting Spelling Bee" on KYW, Thursday 7:30 p.m., succeeding **PAUL KINGSLEY**, resigned.

LT.-COL. NORM ROSS, awaiting release from AAF after two and one-half years service, returns Nov. 5 as m.c. of "400 Hour," sponsored by Northwestern Railroad on WMAQ Chicago.

DOOVID BARSKIN, after more than two years U. S. Navy service, has rejoined KNX Hollywood sound effects department.

HANK LADD, after 26 months overseas as USO entertainer, has been signed as Hollywood writer on NBC "Judy Canova Show."

TED ROSS, WEEI Boston announcer for a year, is now on the WEEI production staff. **ART KING**, discharged from Marines after service in Southwest Pacific, returned Oct. 14 to WEEI as announcer.

TED JOHNSON has been appointed program manager of KFBI Wichita.

ART LE TOURNEAU, discharged from Army Special Services as sergeant, and **VERN MOORE**, former chief petty officer in Navy, have returned to announcing staff of KIDO Boise, Ida.

DEL KING has been named chief announcer of KMOX St. Louis.

ALMA KITCHELL, director of "Woman's Exchange" on WJZ New York and president of the Assn. of Women Directors of NAB, has been appointed by Governor Thomas E. Dewey to serve on the New York Woman's Council, a women's consultant group on reconversion problems.

RAY KNIGHT, comedian producer of the early days of broadcasting, is taking over the American network video programs on WRGB Schenectady for four weeks. Based on his "Cuckoo Club" broadcasts of 20 years ago, the television series will be titled "Who's Cuckoo Now?"

PATRICIA EDDY, former state editor of Beloit (Wis.) News, has joined continuity department of KBIZ Ottumwa, Ia.

FLOYD NEWMAN, Northwestern U. student, has joined WLS Chicago night production department.

REO THOMPSON, formerly of CJCA Edmonton and for three years in the Canadian armed services, has joined the announcing staff of CKWX Vancouver.

KEN MILTON, new to radio, has joined the announcing staff of CKX Brandon, Man.

WES ARMSTRONG, formerly of the engineering staff of CKCL Toronto, has joined the recording division of CKEY Toronto, following release from RCAF.

KFH

WICHITA

THE POSTWAR NEWS
WICHITA KANSAS
WICHITA, NATION'S TOP CITY IN RETAIL SALES INDEX
LEADS 200 MARKET SALES MANAGEMENT REPORTS
LARGEST CITY

Here's the first post-war report on Wichita—Top City of the United States in Sales Management's monthly survey of "High Spot Cities" retail sales.

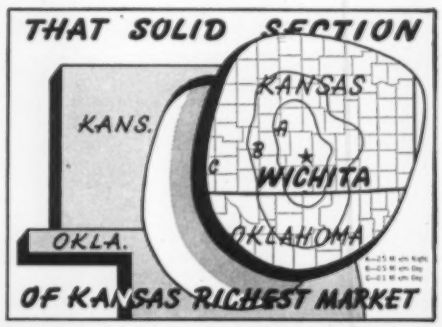
Yes, Kansas' Richest Market, second only to San Diego for many months, now has a retail sales index of 368.5, leading the list by 12 points, in Sales Management's comparison against 1939 Sales. Compared to the nation's average today, Wichita's index is 215.5%.

How does Wichita do it? Ask any of the sixty-four advertisers who use that Selling Station, KFH, to reach the "buyingest" market in the nation.

KFH

WICHITA

WICHITA IS A HOOPERATED CITY



CBS • 5000 WATTS DAY AND NIGHT • CALL ANY PETRY OFFICE

ALLIED ARTS

NORMAN B. NEELY, founder and owner of Norman B. Neely Enterprises, Hollywood, has resumed active management of the firm after wartime association with Western Electric Co. as special field engineer engaged in confidential work on AAF equipment contracts. West Coast manufacturers representative for several electronic firms, he is on 30-day trip visiting members of the trade in that area.

WARD W. HUBBARD, released from the Marines as captain and for several months acting chief of the radio recording division of WRC Washington, has been appointed chief of that division. He succeeds the late **E. WILLIAM YOUNG**. Formerly radio recording salesman for NBC Chicago, Hubbard at one time was assistant chief of the FHA radio motion pictures and speakers bureau.

Mr. Hubbard

WOR New York recording division has issued a two-record folder, "Voices of Victory", for sale to the public through retail record stores. One record contains quotations from the speeches of Franklin Delano Roosevelt, the other quotations from the speeches of Winston Churchill.

VEE MACY, released from the Coast Guard where she was assistant in the radio public relations office at headquarters, has joined Dave Elman's staff in New York to work on "Hobby Lobby" program.

THOMAS P. HORD has been named general sales manager of Stromberg-Carlson Co., Toronto, radio equipment manufacturer. He was formerly with RCA Victor Co., Toronto, and during the war with De Havilland Aircraft of Canada, Toronto.

H. S. WALKER has been appointed manager of the broadcast equipment sales division of RCA Victor Co., Montreal, and **K. G. CHISHOLM**, has been appointed resident sales engineer for the broadcast equipment sales division at Toronto.

ARTHUR WHITESIDE, former production manager of WOR New York, returned from a six-month overseas assignment as civilian technician on a special Navy project in the Pacific, has joined the Bruce Chapman "Answer Man" organization, New York, as writer and researcher.

R. H. BARGER, telephone sales manager of Stromberg-Carlson Co., has been promoted to assistant commercial sales manager. Succeeding him as telephone sales manager is **TRUMAN C. THOMPSON**, former Pacific Coast division manager.

RAY REISINGER has been promoted to production control manager of the Fort Wayne plant of Farnsworth Television & Radio Corp. Superintendent of Fort Wayne plant is **G. E. KELSO. ROBERT W. COWEN** has been promoted to assistant to **W. H. BRYANT**, Farnsworth credit manager. **MARGARET WALLACE** has been reappointed assistant export manager, to work with **FRANK HARRIS**, export manager. During the war Miss Wallace was supervisor in firm's field expediting department. **GEORGE WORDEN** is new sales statistician in sales division, reporting to **E. H. McCARTHY**, Farnsworth sales division manager.

FREDERIC W. HAUPT, former personnel director of the Stromberg-Carlson Co. and for two years with Case-Hoyt Corp., has rejoined Stromberg-Carlson as assistant advertising manager. **WILLIAM D. O'TOOLE**, formerly with Folmer-Graflex Inc., has been made managing editor of The Speaker, employe publication of Stromberg-Carlson.

DR. CLAUDE ROBINSON, president of Opinion Research Corp., and **PENDLETON DUDLEY**, head of Pendleton Dudley & Assoc., have been presented with the 1945 awards of the National Assn. of Public Relations Council Inc. for outstanding contribution through public relations. **PAUL GARRETT**, vice-president and director of public relations of General Motors Corp. and co-winner of the 1944 award, made the presentation at the association's 8th annual award dinner held Oct. 23 at the Waldorf-Astoria, New York.

"Singers always have a favorite critic ... mine is a PRESTO RECORDING!"

"I know of no better check on my work than hearing it with my own ears," says Morton Downey of the famed tenor voice. "That's why I have each of my Coca-Cola programs transcribed. I feel that a Presto Recording—with its fine, clear reproduction and fidelity to musical tones—gives me a reliable basis for improvement."

Presto sound recording and transcription equipment is used by major broadcasting stations from coast to coast. Schools, colleges and business organizations, too, depend on Presto to help train students and personnel. A Presto Recorder is easy to operate. It stands up under hard usage. In short, it's a precision instrument designed to produce consistently superior results. Write for complete information.

PRESTO

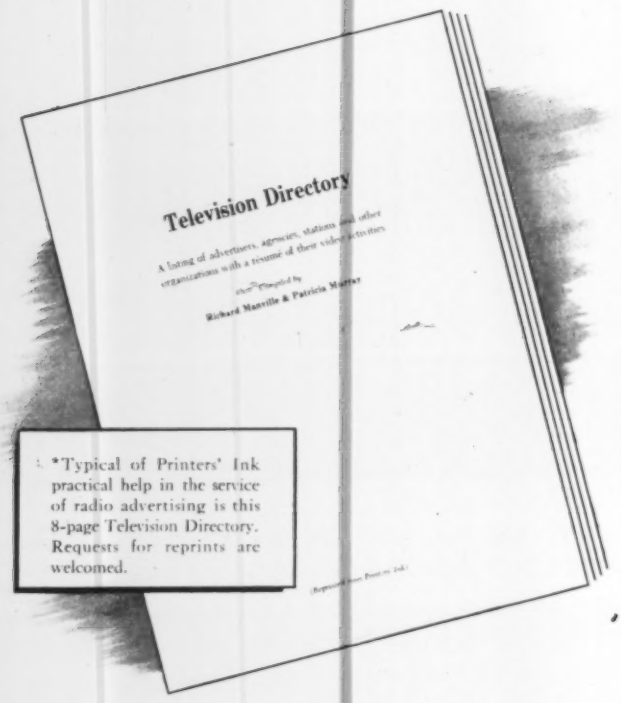
RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

Why Printers' Ink...


Television Directory
A listing of advertisers, agencies, stations and other organizations with a resume of their video activities
Compiled by
Richard Manville & Patricia Murray

*Typical of Printers' Ink practical help in the service of radio advertising is this 8-page Television Directory. Requests for reprints are welcomed.

***Because Printers' Ink is an outstanding influence in helping advertisers and advertising agencies, as well as broadcasting companies, to more effective use of radio as an advertising medium, it is simple logic that P. I. must be a potent force for advertising to these people. Proof is that Printers' Ink has carried more than 400 pages of radio network, station and representative advertising so far this year.**

Printers' Ink

The Constant Stimulator for Advertising

News

GRANT PARR, NBC correspondent in the Middle East and Italy, has returned to the U. S. after five years abroad. Parr joined NBC in 1940 and reported advance of the British Eighth Army across North Africa.

BULKLEY GRIFFIN, Washington correspondent for several New England newspapers, has been appointed by WTAG Worcester, Mass., as correspondent in the National Capital. He will broadcast weekly series titled "Griffin's Letter", interpreting Congressional events as to their effect on Worcester area.

H. B. KENNY, news commentator for WRVA Richmond, Va., has been named news editor of WSSV Petersburg, Va.

the First Air Force "Aces", one of AAF's seven teams in football conference. Interviews, featuring former professional and college stars, will be used by First Air Force public relations division as trailers to promote games in eastern cities.

GABRIEL HEATTER, Mutual news analyst, is featured in a Columbia Pictures "Person-oddity" short, "Gabriel Heatter Reporting."

GIL WALES has joined KSAN San Francisco as news commentator.

RICHARD BARD, former director of special events and publicity for WNEW New York, returns to the station after four years of service with the Army.

PROPHET WITH HONOR in his own country is Cecil Brown. WRRN Warren, O. Brown's hometown, was one of the first to sign him on his co-op news program on Mutual, 11 a.m., Monday-Friday. Present were (l to r): Emerson J. Pryor, WRRN station manager; Mr. Brown; Larry Donahue, manager of Hart's Jewelry Store, Brown's sponsor over WRRN; Frank B. Cannon, WRRN commercial manager.

CAPT. W. G. BROWN, discharged from Canadian Army Auxiliary Services, has rejoined CFCY Charlottetown, P.E.I., to take charge of sports broadcasting with special attention to harness racing. He served in France, Holland, Belgium, Germany.

AL HAUGNER, head of WIBA Madison, Wis., newsroom for 15 months, joined WMT Cedar Rapids, Ia., Oct. 22 as state news editor.

WARREN KESTER, farm director of WMT Cedar Rapids, Ia., married Lucile Yount of Monticello, Ia., Oct. 11.

CEDRIC FOSTER, news analyst for Yankee and Mutual networks, back from a tour of Pacific theater, addressed Advertising Club luncheon in Worcester, Mass., Oct. 17.

BERT FRANK, discharged from armed service, has joined the local news staff of KDYL Salt Lake City. Formerly he was an announcer and newsman at WDAN WJJD KFOR.

ORA HARVEY and **HATTIE STANLEY** have joined the news rewrite staff of WBAP-KGKO Forth Worth, Tex. Miss Harvey has been engaged in newspaper work in New York for two years.

STAN LOMAX, WOR New York sports announcer, has completed a series of three transcribed sports interviews for

from which he has just been discharged as captain. Effective Nov. 1 he becomes director of special events for WNEW. **JO RANSON**, who has occupied the combined post, becomes director of publicity under the revised set up. **RHEA DIAMOND** continues as assistant publicity director.

CARROLL HANSEN and **BERT BUZZINI**, recently released from the armed forces, have returned to KQW San Francisco newsroom.

MARV BLOOM, associate editor of Dubois (Pa.) "Courier-Express Daily", is new sportscaster for WCED Dubois, Pa. He conducts 15 sponsored quarter-hour sports news programs each week.

ELLA K. PERRIN, former news editor of WKBN Youngstown, O., has been added to WCHS Charleston, W. Va., as local news editor. Mrs. Perrin previously had been with "Youngstown Vindicator" and "Warren Tribune" in Ohio.

VAN PATRICK has joined WPEN Philadelphia as sports director.

KEITH MORROW has joined the CBC farm broadcast department at Halifax. He was farm broadcaster of CFCY Charlottetown, before joining the Royal Canadian Navy, from which he was released as lieutenant commander.

HERE'S THAT MYSTERY PROGRAM YOU'VE BEEN LOOKING FOR!

It's new—It's detective drama at its best—It's sure sales material

Thirteen half hour open-end E. T. dramatic programs. Each story complete and a challenge to the best amateur sleuth

entitled

THE WELL OF MYSTERY

Audition sample of 2 programs on request
write or wire

Frances Brown Productions
1272 South Western Avenue
Los Angeles 6, California

Even for the man WITH A VACANT LOT— AND A DREAM OF A RADIO STATION

GATES is your dependable source of supply for *all* Radio Transmitting Equipment—no matter how simple or how elaborate. Because we specialize exclusively in Transmitting Equipment, we are prepared to give you detailed engineering service, plus quality products second to none.

If you are planning to build a station from the ground up, let us help you develop your plans most effectively. And if your need is only for an occasional replacement item, we are eager to serve you too.

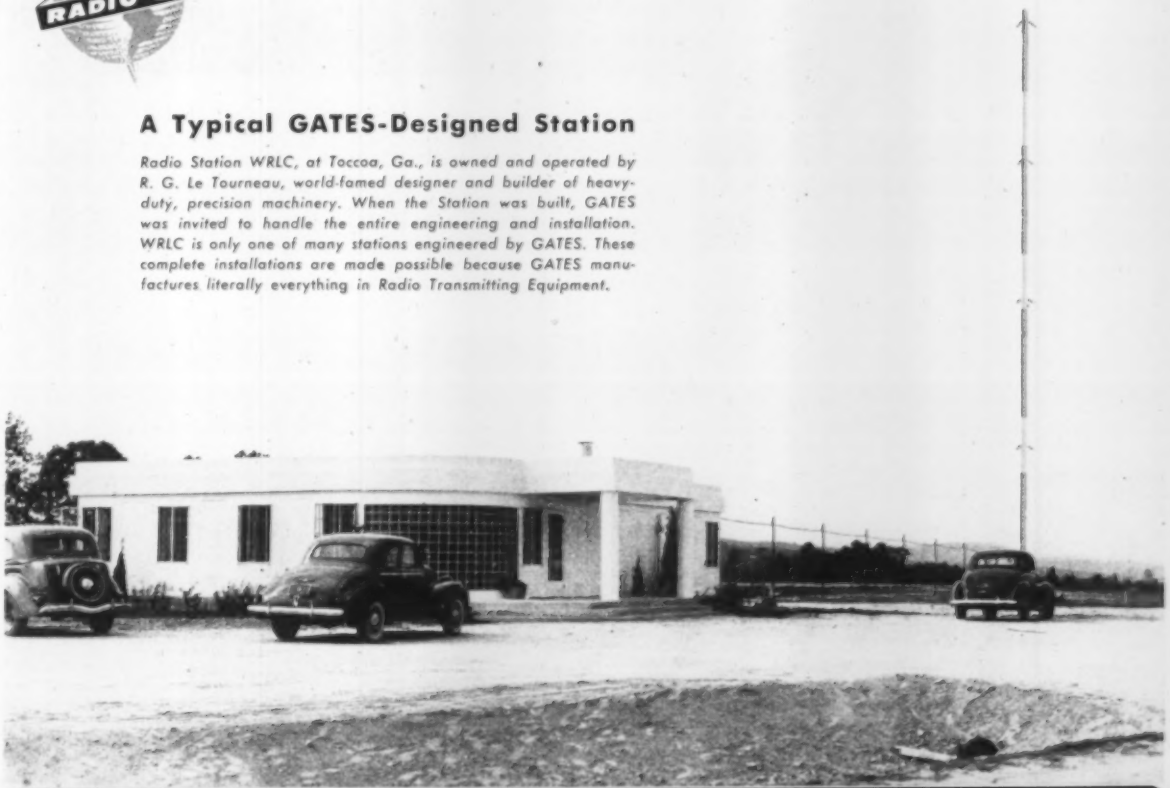
For all your Equipment needs—today, tomorrow, or whenever—call on GATES.

GATES RADIO CO.

Write for Details About the
GATES Priority System for Prompt Post-War Delivery

A Typical GATES-Designed Station

Radio Station WRLC, at Toccoa, Ga., is owned and operated by R. G. Le Tourneau, world-famed designer and builder of heavy-duty, precision machinery. When the Station was built, GATES was invited to handle the entire engineering and installation. WRLC is only one of many stations engineered by GATES. These complete installations are made possible because GATES manufactures literally everything in Radio Transmitting Equipment.



GATES RADIO CO. • QUINCY, ILL. • ***Exclusive Manufacturers of Radio Transmitting Equipment Since 1922***

KANSAS CITY
IS A
KOZY
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager*
ELIZABETH WHITEHEAD, *Station Director*

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

TECHNICAL

AMON DOLDE, former chief engineer of KPRO Riverside, Cal., has joined KMPC Hollywood transmitter staff. **DURWOOD CROWELL**, formerly of KFOX Long Beach, Cal.; **JIM GENTRY** of KPRO and **BOB LONG**, formerly in recording studio business, also have been added to KMPC engineering staff.

HENRY FONSE is new chief engineer of WROX Clarksdale, Miss.

F. C. McMULLEN, in charge of aviation radio sales for Western Electric Co., has been appointed chairman of the aviation section of the Radio Manufacturers Assn. transmitter division. He succeeds **J. W. HAMMOND** of radio division of Bendix Aviation Corp., Baltimore.

WALLACE LAMBOURNE, released from Navy, has rejoined engineering staff of KDYL Salt Lake City. He has been teaching radio classes to Navy men at Treasure Island, San Francisco, for several months.

GEORGE ANDREWS, released from service with psychological warfare unit in ETO as master sergeant, has returned to WTIC Hartford, Conn., transmitter staff as engineer.

GEORGE M. NIXON, assistant development engineer of NBC, spoke Oct. 26 before the National Council on Schoolhouse Construction in Cincinnati. His topic was "Sound Control in School Buildings".

MARWOOD F. PATTERSON, formerly of CHEX Peterborough, Ont., has joined the engineering staff of CKEY Toronto.

CAMERON G. PIERCE, electronic and radio engineer, is instructor of U. of California extension division television class which starts Oct. 29. Twelve sessions will be held on university campus at Los Angeles. Theater-projection and television instruction are included in course.

JAMES M. CUNNINGHAM, on leave of absence from American Hollywood engineering department since 1942 to complete National Defense Research Council assignment at Massachusetts Institute of Technology, returns to network post on Nov. 1.

HOMER HAINES, who assisted in construction of WKMO Kokomo, Ind., has been added to engineering staff of WCED Dubois, Pa. **WILLIAM F. REINER, Jr.**, for five years in U. S. Signal Corps serving in India, is also new member of WCED engineering staff.

INDUSTRIAL electronics division of Sylvania Electric Products Inc. has announced a line of high-frequency amplifiers designed particularly for use as I-F amplifiers in uhf and shf receiver applications. Sets are supplied for center frequencies between 30 and 70 mc with any bandwidth from 2 to 10 mc.

GRENBY Mfg. Co., Plainsville, Conn., manufacturer of precision machine tools and electronic equipment, has acquired full control of Allen D. Cardwell Mfg. Corp., Brooklyn, maker of radio parts and wartime developer of specialized electronic devices for the armed services.

FRANK M. FOLSOM, executive vice-president, RCA Victor Division, has accepted chairmanship of the radio manufacturers and distributors division of the Alfred E. Smith Memorial Committee. Group is campaigning for a $3,000,000, 16-story addition to St. Vincent's Hospital in New York.

ROBERT BROWNING, former radar field engineer with Western Electric Co. and RCA audio equipment design engineer, has joined Norman B. Neely Enterprises, Hollywood, as special field engineer to provide technical and engineering assistance for electronic equipment accounts represented by the firm.

LOMAN MCAULEY has resumed duties as control operator of CFCY Charlottetown, P.E.I., after a one and a half years in Canadian Navy.

GORDON ENGLISH, released from the Canadian Army, has rejoined CJOR Vancouver as chief studio operator.

PIT DESIEL, operator at CBM Montreal, is father of a girl.

HAZELTINE Corp. is notifying stockholders of a special meeting in New York Nov. 27 to vote on splitting the present capital stock on a two-to-one basis, with authorized shares of no par common stock increased from 300,000 to 600,000 and shares outstanding from 175,000 to 350,000. No change is involved in either capital or surplus.

KLZ DENVER has leased the penthouse atop Shirley-Savoy Hotel and is remodeling the space to accommodate its expanded program department. KLZ program and production department will move out of business office on lower floor when construction is completed, expected in about three weeks.

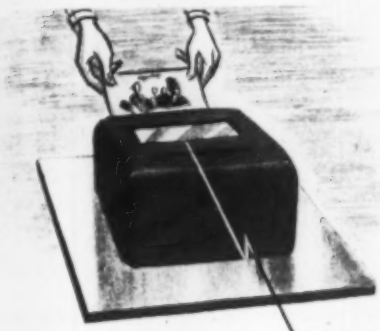
THE LITTLE STATION
WITH A MIGHTY WALLOP

Ask any Time Buyer how to get 5000 watt coverage on a 250 watt station and one answer he'll give you is — WMAM . . . the "little station with the big wallop" serving an almost exclusive audience of over 500,000 people in Northeastern Wisconsin and Upper Michigan . . . Write promptly.

WMAM
Marinette • Wisconsin
BRANCH STUDIOS IN
STURGEON BAY • WIS.
IRON MT. • MICH.
JOSEPH MACKIN, Mgr.

Nat'l Representatives: Howard A. Wilson Co.
Chicago, New York, San Francisco, Hollywood

KRNT
THE
COWLES
STATION
for
Des Moines



SENDING

World's fastest, most flexible, most accurate system for point-to-point and broadcast communication

finch faxogram

RECEIVING

With Finch Facsimile equipment, (1) illustrated and written "Faxograms" can be sent at high speed between any two points that can be connected by radio or wire . . . and (2) illustrated news with printed ads can be broadcast to homes at a cost that assures important circulation coverage. Be FIRST with FINCH.

finch *first in facsimile*

FINCH TELECOMMUNICATIONS, INC., PASSAIC, N. J. • 10 EAST 40th STREET, NEW YORK CITY

PROGRAMS

DEVOTED to student listeners and their music and social interests, "1450 Club" is now being broadcast Monday through Friday 4-5 p.m. by WHBC Canton, O. Student reporter-announcer of the song request and news feature has been picked by contest among five local high schools. Student reporter is being trained by WHBC staff and receives daily quarter-hour of experience toward possible future profession. Reporters also have been designated for each school. These students present news of activities to Jim Healy, WHBC news editor, who passes items on to program reporter. School reporters shift weekly. Each Friday program announces "Canton Hit Parade of Music," selections of which are made on basis of telephone and mail requests plus check of bestselling sheet and record music in local shops, compiled on special WHBC forms. Students listing closest guess each week receive record album award.

Youth Discussions

TEEN-AGERS from various New York and Long Island Youth groups will participate in forum discussions presented by "It's Up to Youth," WOR New York Saturday program designed to give young people an opportunity to voice opinions and settle problems. First appearance is Oct. 29 at a meeting of the National Council of Jewish Women at Great Neck, L. I. Forums also will be held at the Metropolitan Youth Council Conference in New York, Nov. 3, and at the Women's International Exposition at Madison Square Garden on International Youth Day, Nov. 17.

Rhythm Riders

WESTERN MUSIC by "Ray Wade and His Rhythm Riders" is presented by Associated Broadcasting Corp., Sunday through Friday, 5:15 to 5:45 p.m. Program originates at KSAN San Francisco. Wade and Rhythm Riders also are active in the recording field.

Educational Series

INSTITUTE for Democratic Education, non-profit educational organization, is offering the first six recordings of its tenth series, "Lest We Forget—These Great Americans", without cost to stations throughout the U. S., Alaska, Hawaii and Puerto Rico. Balance of 13 programs will be sent within a month to insure 13 consecutive weeks. NBC Radio Recording Division produced records, which can be obtained from the institute at 415 Lexington Ave., New York.

School Series

THEME of new series started by KXEL Waterloo, Iowa, is "High Schools on the Air." Each week Hugh Muncy, farm director of station, visits a different school and records a quarter-hour program of interviews and features conducted before general school assembly. School bands participate. Recording is broadcast Friday 12:45 p.m. as part of regular five-weekly "R. F. D.-1540," program sponsored by James Black Dry Goods Co., local firm.

New on WINX

SERIES of eight programs featuring field reporters on UNRRA just returned from overseas was started by WINX Washington Oct. 17 as Wednesday and Friday evening quarter-hour program. Station on Oct. 18 started weekly quarter-hour evening series of 12 programs by Dr. D. F. Fleming of Vanderbilt U. on "How Can We Make Victory Stick". Series mainly considers peace settlements of Far East.

Music Appreciation

MUSIC appreciation program for listeners of all ages is now broadcast by WOL Washington as Saturday morning feature. Format includes recordings of representative selections from composers whose works are to be performed in Washington during the following week. Interviews and news of events in local music circles are included.

Talent Opportunity

AN OPPORTUNITY for promising young artists to perform on the air is offered by WLIB New York in new weekly series, "Young American Artists", which starts Nov. 1 on Thursday broadcast. Musicians and vocalists are chosen to appear on program through auditions at station.

Negro Program

NEW sustaining program featuring outstanding novel selections played by negro bands has started on WJJD Chicago. Introduced on the program, titled "Bronzeville Brevities", each week is most recently published tune by a negro composer. Show is broadcast Monday through Friday, 3:15-3:30 p.m.

Vets' Impressions

IMPRESSIONS of veterans of home-front situation upon their return to the U. S. are presented in servicemen interviews conducted by George Gow, news editor of KFH Wichita, as part of his daily 6 p.m. newscast.

Veteran Forum

DESIGNED to offer special help to ex-servicemen and women, weekly "Veterans Forum" is being conducted on WHOM New York by Joe Ruffner, WHOM news editor and service veteran. Leonard Kauffman of Veterans Service Center assists in series.

Research Leaders

WARTIME science research leaders started new series of broadcasts on Mutual, Oct. 22, titled "Science in War and Peace". Broadcasts will reveal how many scientific achievements were worked out during wartime secrecy.

NEW WINTER season brings return Nov. 2 of CBC "Northern Messenger Service", a weekly service of messages for those living in the far north beyond telegraph lines. Traders, trappers, miners, missionaries, government officials and others in the far north are given opportunity to hear from their friends outside. Messages up to 50 words are mailed to Toronto where they are recorded for broadcast at different weekend nights on CBC stations in eastern and western Canada. Service first was started by KDKA in 1921.

"ANYTHING THEY SELL IS GOOD!"

The quality of Regan's bakery products is well known in Fargo — for eleven years, now, we've broadcast Regan's six-days-a-week, year-round program.

Wouldn't you deduce that Regan's is well-satisfied with *results?*

Such long-retained local advertisers are WDAY's pride and joy, because they *know* this station's selling power. And Regan's is only one of *eighteen* "locals" who have been with WDAY, steadily, from ten to twenty-three years!

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NETWORK ACCOUNTS

New Business

RALSTON PURINA CO., St. Louis (cereal products), Nov. 17 starts "Open House" on Mutual, 1:30-2 p.m. and on Jan. 5 adds 1-1:30 p.m. period for farm feeds. Agency is Gardner Adv., St. Louis.

ANDREW JERGENS Co., Cincinnati (Jergen's lotion), Dec. 2 starts for 5 weeks transcribed Walter Winchell commentary, on 39 Don Lee Pacific stations, 8:30-8:45 (PST). Agency, Lennen & Mitchell, New York.

BROWN SHOE Co., Chicago, Dec. 1 starts for 26 weeks, Ed Thorgeson sports commentary—on 39 Don Lee Pacific stations, Sun. 9:45-10 p.m. PST). Agency: Leo Burnett Co., Chicago.

BARRON-GRAY PACKING Co., San Jose, Cal. (Here's to Health vegetable juice), Oct. 19 started for 52 weeks, One Munson in Hollywood, on 8 CBS Pacific stations, Fri. 9:55-10 p.m. (PST). Agency: Long Adv. Service, San Jose.

DENALAN Co., San Francisco (tooth powder), Oct. 16 started for 52 weeks Nick's Oddities, on 8 Don Lee Pacific stations, Tues. 10:15-10:30 p.m. (PST). Agency: Rhoades & Davis, San Francisco.

QUAKER OATS Co., Chicago (Quaker Oats), Oct. 8 started for 26 weeks Quaker Breakfast Parade on 38 Don Lee Pacific stations, Mon. thru Sat. 7:30-7:45 a.m. (PST), with transcribed repeat on KFRE. Agency: Ruthrauff & Ryan, Chicago.

CHEMICALS Inc., Oakland, Cal. (Vanish liquid household cleaner), Nov. 3 starts for 52 weeks Don't You Believe It on 16 CBS Pacific stations, Sat. 9:45-10 p.m. (PST). Agency is Garfield & Guild Adv., Los Angeles.

FLAMINGO SALES Co., Hollywood (nail polish), Oct. 15 started Erskine Johnson —Movie Commentary on 39 Don Lee Pacific stations, Mon. 4:30-4:45 p.m. (PST). Agency: Advertising & Sales Council, Hollywood.

ST. LAWRENCE STARCH Co., New Toronto, Ont. (Beehive corn syrup), Oct 27 started West McKnight, sportscaster on 26 CBC Trans-Canada stations, Sat. 7-7:15 p.m.; and Micheal Normandin sportscaster, on 3 CBC French stations 7:30-7:45 p.m. Agency: McConnell Eastman & Co., Toronto.

Net Renewals

CHESEBROUGH Mfg. Co., New York (vaseline preparations, Oct. 24 renews for 52 weeks Dr. Christian on full CBS network, Wed. 8:30-8:55 p.m. Agency: McCann-Erickson, New York.

WILLIAMSON CANDY Co., Chicago (candy bars), Nov. 9 renews for 52 weeks Famous Jury Trials on 175 American stations, Fri. 9-9:30 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

PET MILK SALES Corp., St. Louis (400-D Pet milk), Oct. 27 renewed for 52 weeks Mary Lee Taylor on 129 CBS stations, Sat. 10:30-11 a.m. Agency: Gardner Adv. Co., St. Louis.

REVERE COPPER & BRASS Inc., New York (institutional), Oct. 14 moved Human Adventure on 117 Mutual stations from Wed. 10-10:30 p.m. to Sun. 9-9:30 p.m. Agency: St. Georges & Keyes, N. Y.

KOIN

We Work Today for the Northwest's Limitless Tomorrow

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.

. . . New Zenith . . . New Zenith . . . New Zenith . . .

Brand New.. Clear Thru!

new beauty . .

new circuits . .

new dials . .

new perfomance

new features . .

The coming new Zenith Radios and Radio-Phonographs are completely new throughout — better in every way. All the vast creative and engineering skill that is Zenith's has been utilized to produce these thrillingly new sets. Here is new performance made possible only by Zenith's concentration for 30 years in Radionics Exclusively. Here are new engineering triumphs stemming from Zenith's great part in Radionics at War. Here is new and authentic cabinet beauty created by renowned furniture craftsmen. Here are new features — *sales* features. Here are the Radios and Radio-Phonographs destined to be No. 1 in public demand — the new Zeniths. Now — right now — contact your Zenith distributor. There may be an opening for you in the Zenith retail picture. Be among the first to demonstrate the coming Zeniths that are Brand New — Clear Through.

ZENITH
•LONG DISTANCE• RADIO

RADIONIC PRODUCTS EXCLUSIVELY—
WORLD'S LEADING MANUFACTURER

ZENITH RADIO CORPORATION • CHICAGO 39, ILL.

PROMOTION

Promotion Personnel

LEE CURRAN, Pittsburgh newsman, has been named publicity director of KDKA Pittsburgh. In news work since 1920, he has been associated with UP, Pittsburgh Press, Pittsburgh Gazette-Times and Pittsburgh Sun Telegraph. He operated his own publicity bureau.

IRVING HAMILTON, former contact representative of Bell Telephone Co., Los Angeles, has joined Don Lee Broadcasting System, Hollywood, publicity department.

SAMUEL ABELOW, former freelance script writer for New England stations and recently discharged from AAF, has joined the CBS program promotion department. While with AAF in England and France Abelow served as historian of a special Eighth Air Force project which delivered by air supplies and personnel to resistance organizations in occupied countries.

JACK PACEY, recently discharged from the Army after three years with the Ninth Air Force and previously on the editorial staff of "Wall Street Journal", has joined the publicity department of American network as trade news editor.

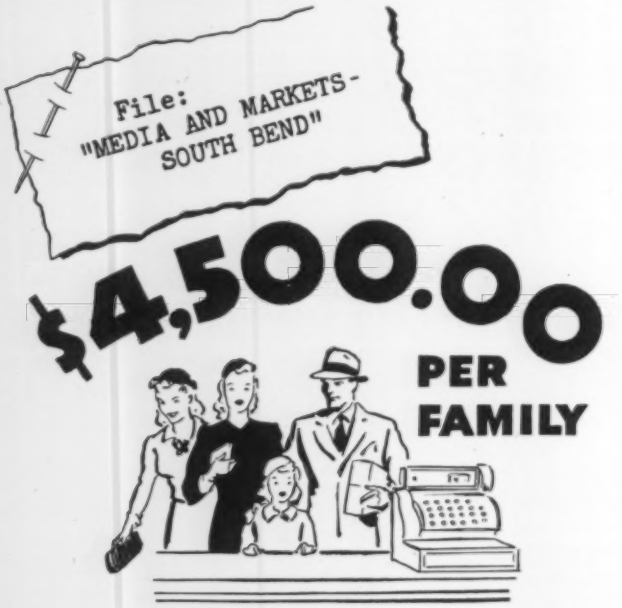
CLARIENE BAILEY, formerly of WDSU New Orleans, La., has joined American network Hollywood sales promotion department.

MARIE HOULAHAN, publicity and public relations director of WEEI Boston, has been named national chairman of the publicity committee of the Assn. of Women Directors of NAB. She is also publicity director of the association's first district (New England).

ALLEN ELROD, formerly of Eastern-Columbia Dept. Store, Los Angeles, art staff, has joined American western division sales promotion department as art director.

RALPH TAYLOR, CBS western division sales promotion director, is in New York for conferences with home office executives.

JOHN A. CASSTEVENS, public relations director of KIDO Boise, has been appointed state chairman of the special events division of Idaho State War Finance Committee for Victory Loan campaign.



Effective buying income of the 50,900 *families* comprising the 173,000 population of South Bend and St. Joseph County, Indiana, is $4,500.00 per family, according to latest "Sales Management" figures.

This is substantially greater than the national average ($4,061.00) and 'way above the average for Indiana ($3,880.00).

WSBT advertisers get an oversize cut of this luscious pie—and our latest Hooper will tell you why! Want a copy?

COLUMBIA NETWORK

WSBT
SOUTH BEND

960 KC
1000 WATTS

Paul H. Raymer Co., National Representatives

WCHS School Contest

AWARDS totaling $325 have been offered by WCHS Charleston, W. Va., in a contest to publicize CBS "American School of the Air" among the 300 schools in Kanawha County, W. Va. Prizes will go to schools devising best procedures to supplement regular curriculum in connection with "School of the Air." Manuals of suggestions have been mailed to teachers. Contest continues through current school year. For students of local Kanawha County, WCHS is conducting letter contest on "My favorite CBS American School of the Air Program" with prizes of three all-expense trips to New York. Contest ends April 1, 1946.

Scholarship Quiz

HIGH SCHOOL quiz contest, with $1,000 scholarship to U. of Tulsa as grand prize, has been started for second consecutive year by KVOO Tulsa in cooperation with the university to help stimulate interest in education in Oklahoma, Arkansas and Missouri. Senior students in high schools in 24 cities in the three states will participate in a half-hour quiz program broadcast each Saturday morning by KVOO. U. of Tulsa students serve as announcers. Winner of each session receives $25 Victory Bond and becomes eligible for finals to be held at the university. Faculty members choose questions on current events, civics, history, etc. Contest last year was limited to 12 Oklahoma high schools.

Cotton Wads

REPORTERS of press and radio covering President Truman's reviewing of the fleet in New York on Navy Day received wads of cotton with the compliment of Kenyon & Eckhardt, New York. Envelope containing cotton bore a message from "Superman" advising use of the cotton when the Navy's salute to the President sounded. Envelope also warned recipients to keep their children away from the cotton when "Superman" broadcast on Mutual for Kellog's Pep, for which Kenyon & Eckhardt is agency.

Exchange Promotion

GRUEN WATCH Co. plans to name a new watch after Constance Bennett, motion picture star whose fashion commentaries are broadcast Monday through Friday 1:15-1:30 p.m. on American as one of that network's cooperative programs. In exchange Miss Bennett will award one of the new model watches each week on her program to a "woman of the week." Twenty-six local advertisers, chiefly department or specialty stores, currently sponsor Miss Bennett on as many American stations.

WKBN Success

STORY of job WKBN Youngstown, O., does for its clients is explained in promotion folder and letter released by station about enrollments for "The McCall Sewing Corps of the Air", which is carried by more than a hundred stations across the country. Report shows that this year, as also in 1944, WKBN led all others in acquiring enrollments. Program is sponsored on the Youngstown station by Strauss-Hirshberg Co.

Public Relations

REPRINTS of excerpts from H. L. Mencken's "The American Language: Supplement One", outlining the origin of the term "public relations counsel", are being distributed by Edward L. Bernays, Counsel on Public Relations, New York. Excerpts trace the history of public relations counsel and show Mr. Bernays' connection with it.

Contribution Awards

TRIMOUNT Clothing Co., New York, sponsor of Tom Harmon's Saturday night series on Mutual, is offering air credits, regular local space rates and a suit of clothes to listeners sending in sports stories or items which are used on the program. Novel angle of program is "little birdie" who helps Harmon make his predictions for coming sports events. Program is handled by Emil Mogul Co., New York.

EMPHASIZING three-way service of General Electric Co. stations in Schnectady in which the identification of each station is made known through programs that are not duplications is this billboard promoting WGY WGFM WRGB.

Scenic Brochure

"WHAT'S in the cards for Portland?" asks an illustrated brochure issued by KEX Portland. Cover presents color picture of mountain scenery of Oregon, with inside folds illustrating commerce, industry, scenic and recreation centers of the state. Copy points out advantages of such a market, "the last frontier".

KMOX Folder

FOLDER recounting success of "The Land We Live In", historical series created in 1937 by KMOX St. Louis for the Union Electric Co., has been prepared by the station. Attached note from Frank B. Falknor, general manager, states that program is typical of skill and creative talents of KMOX available to all advertisers.

Northwest Promotion

ELABORATE book on the opportunities presented in the Pacific Northwest have been extolled in "Future Unlimited", issued by Pacific Northwest Broadcasters. Fully illustrated with color plates, book is done in documentary style, putting forth that part of the country as "one of America's most beautiful treasure-vaults". It is dedicated to "the builders of this empire's unlimited future".

CBS Booklet

TALKS by Paul A. Porter, FCC chairman; E. K. Jett, FCC commissioner; Peter Goldmark, CBS director of engineering research, and Worthington Miner, manager of CBS television department, all broadcast by CBS during August and September, have been printed by network in booklet form. Title is "Forecasts in FM & Television".

Anniversary Promotion

PROMOTION for 15th anniversary of WLW Cincinnati "Moon River" program, late evening musical memories feature, included photo contest and letter contest on "What 'Moon River' has meant to me." Window displays and newspaper publicity also supported event.

CJBC Contest

CIVILIAN pilot's training course was first prize in contest of early-morning "It's About Time" program on CJBC Toronto. Wib Perry is program m.c.

Matches

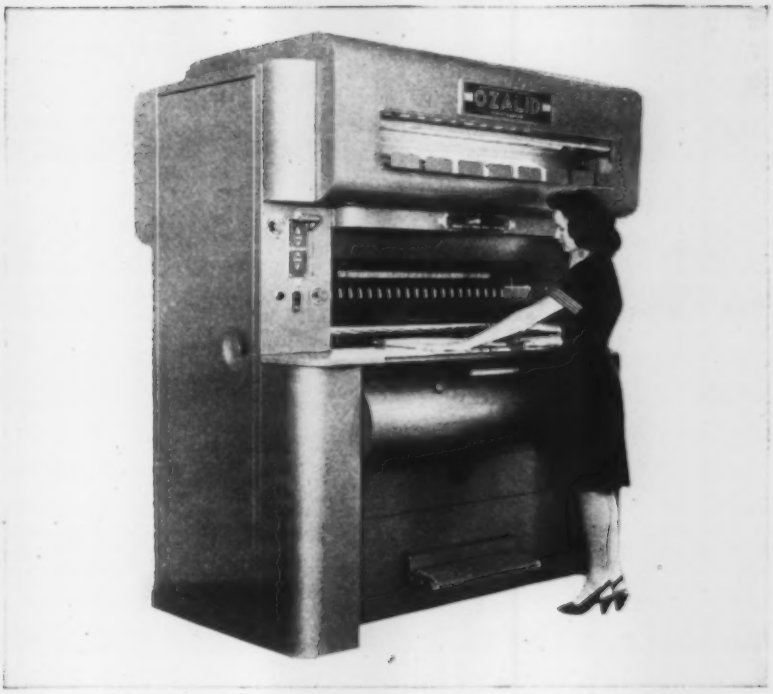
BOOK MATCHES are being distributed to promote WOAI Antonio in the southwestern market.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City

Could be ALMOST ANYTHING



ANYTHING DRAWN, TYPED, PRINTED, OR PHOTOGRAPHED ON TRANSLUCENT MATERIAL CAN BE REPRODUCED IN SECONDS WITH OZALID

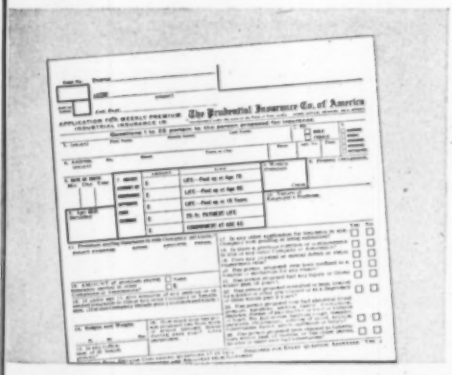
YOU MAY HAVE wondered, if you haven't a drafting room, just how you could use Ozalid ...and whether or not it would pay.

Right now, you can make exact reproductions –not negatives, direct from reports, forms, and letters you receive.

More often, of course, you will be reproducing your own records, financial statements, sales bulletins, and instruction manuals.

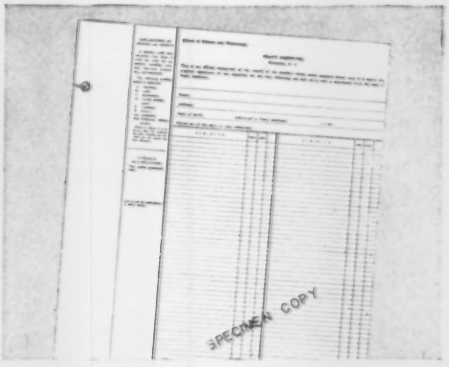
Besides, you are bound to think of individualized applications—unique ways in which you can use Ozalid's black, blue, red, and sepia line prints ... also Ozalid foils, and the NEW DRYPHOTO papers which give you beautiful reproductions, complete with half-tone detail, from photographic film positives or perspective drawings.

You'll appreciate this versatility ... which is found only with Ozalid. Also the convenience of being able to make these prints in seconds—whenever you want them, with an economical Ozalid machine designed for your requirements.



At the Prudential Insurance Company, Newark, New Jersey, applications for industrial insurance are reproduced with Ozalid. The originals are kept on file and Ozalid prints are attached to the policies. Prudential changed their form, adopting a translucent sheet with printing on only one side, so that they can utilize OZALID.

At Alpha Music, New York City, music arrangements, drawn in ink, are reproduced with Ozalid. Performers on such programs as Coca-Cola's "Pause That Refreshes," Evening in Paris's "Here's to Romance," or any of the CBS New York shows, are reading from easy-to-follow Ozalid Prints. Ozalid Dry Photos are also made.



At Pratt Institute, Brooklyn, New York, student records are kept on translucent paper and reproduced with Ozalid—whenever the need arises. Grades are added periodically to the master copy, averages and credits are computed, and the student receives an Ozalid print showing his latest standing. Retyping errors are eliminated.

OZALID

DIVISION OF GENERAL ANILINE AND FILM CORPORATION • JOHNSON CITY, N. Y.

OZALID IN CANADA—HUGHES-OWENS CO., LTD., MONTREAL

Send for the free "Ozalid Printmaster Booklet"—containing samples of the 10 different types of prints you can make.

Name_____

Company_____

Address_____

City_____ State_____

25 Million Dollars —Plus!

That's a lotta bucks, but that's how much tobacco growers in the WSJS area will collect for their crop this fall on the Winston-Salem market!

WSJS

WINSTON-SALEM

NBC

5000 Watts

600 on the Dial

★

Represented by

HEADLEY-REED COMPANY

SPONSORS

RALSTON PURINA Co., St. Louis, has purchased the Saturday 1:30-2 p.m., period on Mutual starting Nov. 17 for its cereal products division. Company also has purchased the Saturday 1-1:30 p.m. period on Mutual starting Jan. 5. Full hour hillbilly program, "Opry House", will start from 1-2 p.m. Nov. 17 with the 1-1:30 period being carried sustaining until Jan. 5. Program will originate in Nashville and will feature talent which has appeared for many years on a Saturday series broadcast from Nashville on another network. Agency is Gardner Adv., St. Louis.

ROGER C. WHITMAN, formerly with Pedlar & Ryan and BBDO and released from the Navy as lieutenant commander, has been appointed assistant advertising manager of Bristol-Myers Co.

LaMAUR PRODUCTS Inc., Minneapolis (Modart Fluff cream shampoo), is using musical spots on 30 stations in California, Texas, Minnesota, Wisconsin, Iowa, North Dakota and South Dakota and a five minute newscast six days weekly on KSTP Minneapolis-St. Paul. LaMaur expects to expand campaign nationally after first of the year. Agency is McCann-Erickson, Minneapolis.

BERLOU Mfg. Co., Marion O. (Berlou Moth-proofing), has appointed Gray & Rogers, Philadelphia, as advertising agency.

MURINE Co., Chicago, Chattanooga Medicine Co., Chattanooga, and John B. Stetson Co., Philadelphia, have appointed National Export Adv. Service, New York, to handle accounts. Radio will be used in foreign countries but type has not been decided.

RAINWEAR, Division of Coat Corp. of America, Long Island City (raincoats), is starting announcements on stations throughout the country where retail outlets for the coats are located. Agency is Modern Merchandising Bureau, New York.

FICTION BOOK CLUB, New York (books), has appointed Raymond Spector Co., New York, to handle advertising. Radio will be used.

COFAX CORP., Lynbrook, N. Y., (Pax Dry Seal Tape), has appointed Arthur Rosenberg & Co., New York, to handle advertising accounts. Radio will be used in 1946.

SNOW CROP MARKETERS, New York (frozen foods and vegetables), recently organized company, will use radio for advertising, although type has not been decided. Agency is Maxon Inc., New York.

SUTTON SALES Inc., New York, has placed its account with Madison Adv. Co., New York. Radio will be used within next six months.

EVANS CHEMETICS Inc., New York (cosmetics and chemicals), has placed its account with Norman D. Waters & Assoc., New York. Radio is considered.

ARCADY FARMS MILLING Co., Chicago (livestock and poultry feeds), has appointed Burton Browne Adv., Chicago, to handle advertising and publicity.

NATE PERLSTEIN, advertising manager of Pabst Sales Co., Chicago, is in Hollywood to supervise substitute series for CBS "Danny Kaye Show". Jack Benny, George Burns and Gracie Allen, Ed Gardner, and Eddie Cantor will fill in while Kaye completes overseas entertainment tour for occupation and hospitalized troops.

JULIUS GARFINCKEL & Co., Washington (dept. store), has signed with WINX Washington for 26 week sponsorship of "Memorable Melodies", Sunday 3:05-5 p.m., effective Oct. 21. Placed through Lewis Agency, Washington, program features music and productions not usually selected because of length or mass appeal. Mid-program "Message for Washington" presents guest speaker on subjects of local civic interest.

HALLIWELL TOILETRIES, New York (Halliwell toiletries), on Oct. 22 started using four-weekly spot announcements on KFI Los Angeles. Contract is for 52 weeks. Agency is Edwin L. Frankenstein Adv., New York.

RKO RADIO PICTURES Corp., New York, "Spanish Main", starts 1½-min. spots Nov. (2-9) on local New York stations through Foote, Cone & Belding, New York.

OWL DRUG Co., San Francisco (chain drug stores), Oct. 29 starts sponsoring thrice-weekly spot announcements schedule on KNX Hollywood for 52 weeks. Agency is Ruthrauff & Ryan, San Francisco.

GOODERHAM & WORTS, Toronto (Hot shot anti-freeze), is starting singing announcements on 17 Canadian stations. Account placed by Canadian Adv. Agency., Toronto.

MAN OF MANHATTAN Inc., New York (men's toiletries), is sponsoring spot announcements and participations on Jane Gibson program on KQV Pittsburgh, plus chain breaks on same station. Agency is Hanshon-Garfield, New York.

SPECIAL FOODS Inc., Chicago (Jay's potato chips), began sponsorship Oct. 20 of half-hour show, "Jay's Jivoree", Saturday 5-5:30 p.m. (CST) on WCFL, Chicago. Show is a dancing party for high school students featuring Eddie Wiggins and his band and written by Fran Harris. Effective Nov. 3 broadcast will originate from auditorium at Goldblatt's department store.

HOTEL CONTINENTAL, Chicago, plans November spot campaign on Chicago stations WJJD WAAF WIND to announce premiere opening of hotel's New Horizon room. Agency is Sydney S. Lovitt Co., Chicago.

RICE-STIX Co., St. Louis, has appointed Olian Adv. Co., St. Louis, to handle account for line of test over-alls and work clothes. Immediate plans call for a national campaign to include radio.

LEVY'S LADIES TOGGERY, Memphis, Tenn., has signed for five quarter-hour programs weekly for 52 weeks on WROX Clarksdale, Miss. Account placed direct.

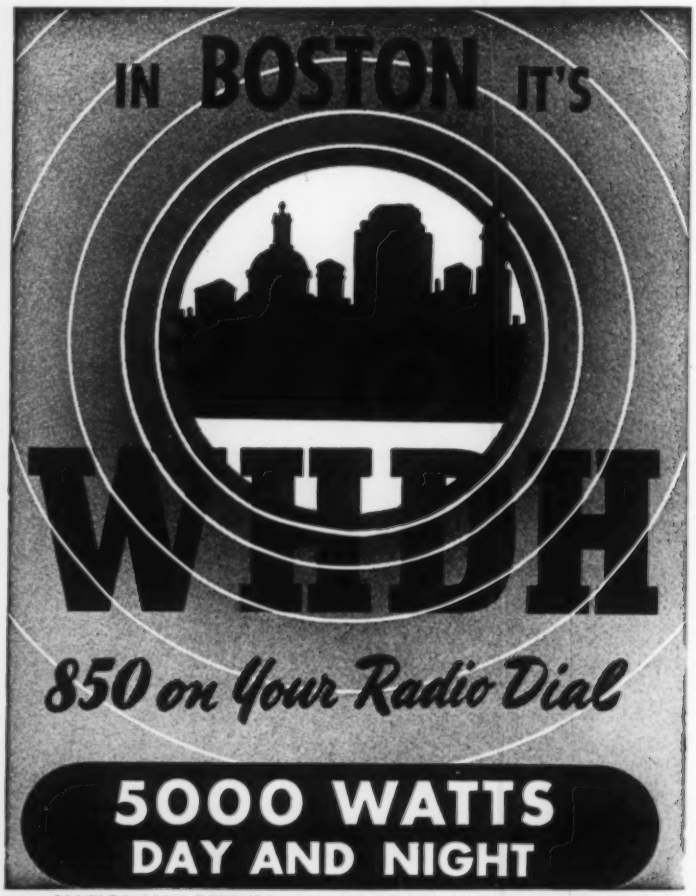
MUTUAL cooperative news commentary by Cecil Brown after first week on air was reported last week to be sponsored by 13 firms on as many outlets. Others adding within past two weeks are Fulton Lewis jr., six sponsors on as many stations; Erskine Johnson, three sponsors on four stations; Frazier Hunt, four sponsors on four outlets; Cedric Foster, five on like number; "Captain Midnight", three on three, and "Inside of Sports", one on one.

J. B. WILLIAMS Co., Glastonbury, Conn. (Baby's Own Soap), has started weekly quarter-hour commentary by M. Oakley Christoph on KGO San Francisco. Baker, Cameron, Sobay & Penfield, Hartford, Conn., is agency.

NEWARK PACKING Co., Newark, N. J., is starting a test campaign for new product, Aster-Ettes, a nut topping for all types of desserts, through S. Duane Lyon Inc., New York.

CHEMICALS Inc., Oakland, Cal. (Vano), increasing expansion into eastern markets, has started sponsoring thrice-weekly participation in Adelaide Hawley program on WEAF New York. Contract is for 52 weeks. Garfield & Guild Adv., San Francisco, has account.

LEWIS FOOD Co., Los Angeles (dog food), adding announcement schedule



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

West Coast major markets, on Oct. started using spots on KDB Santa arbara, Cal., for 52 weeks. Agency is wood J. Robinson Adv., Los Angeles.

DENT CHEMICAL Co., Detroit (Iodent oth Paste) Oct. 22 started Gordon raser, commentator, on WJZ New ork, Monday through Friday, for 10-inute morning periods. Agency is S. uane Lyon Inc., New York.

BORDEN CO., New York (Instant Cof-ee), started "I've Got Your Number", uarter-hour cash give-away recorded roadcast, on WXYZ Detroit, Oct. 25. gency is Kenyon & Eckhardt, New ork.

FEDERAL STORES, San Francisco (men nd women's wearing apparel), has tarted sponsorship of Dean Maddox ive-weekly half-hour "Man on the treet" over KFRC San Francisco for 2 weeks. Agency is Rhodes & Davis, an Francisco.

EARLE-CHESTERFIELD MILLS Co., sheville, N. C., sponsors "Red Raper nd His Mountaineers" on WWNC sheville, Mon. through Fri. 3:30-4 p.m.

SALT LAKE REAL ESTATE BOARD, alt Lake City, Oct. 12 started "Play-ouse of Favorites" on KDYL Salt Lake ity, Friday 9:30 p.m. Twenty-six week ontract for dramatic program was laced by R. T. Harris Agency, Salt ake.

MALCOLM W. STARR, Waterbury, onn., Plymouth and Dodge dealer, has ppointed S. Duane Lyon Inc., New ork, as agency. Radio will be used.

R. H. WHITE CO., Boston (department tore), is sponsoring "Dressmaking for ood Grooming" on WEEI Boston, Mon-ay 9:15-9:45 a.m. Program gives advice n sewing and presents stage and screen ersonalities in hints on grooming and eauty.

NEW ACCOUNTS for transcribed pro-rams produced by Neblett Radio Pro-uctions, Chicago, include following or "Louise Massey and the Westerners": armac Furniture Co., Charleston, S. ., on WTMA Charleston; and Ballard & Ballard, Louisville (flour), 52-week ontract on WJBY Gadsden, Ala., and WCRS Greenwood, S. C., through Henri, Hurst & McDonald, Chicago. Neblett's So the Story Goes" on WOL Wash-ington has been increased to six a week with Grove Labs, St. Louis, spon-soring three weekly.

MAIER & BERKELE, Atlanta (jewelers), is now sponsoring five-minute program of Georgia news featuring Tom Max-well on WGST Atlanta five nights a week.

F. M. SCHAEFER BREWING Co., Brooklyn (beer), Oct. 16 started Clyde Kittel's five-minute newscasts for 52 weeks on WEAF New York, Tuesday-Thursday-Saturday, 7-7:05 p.m. Agency is BBDO New York.

CANADIAN CANNERS, Hamilton, Ont. (Aylmer canned soups), has started spots on about 20 Canadian stations. Agency is F. H. Hayhurst Co., Toronto.

LAURA SECORD CANDY SHOPS, To-ronto (chain stores), has started twice weekly musical programs on seven Ca-nadian stations. Agency is Cockfield Brown & Co., Toronto.

ROBIN HOOD FLOUR MILLS, Toronto (cereals), has started weekly musical quiz show for 26 weeks on CKEY To-ronto. Agency is Young & Rubicam, To-ronto.

T. H. ESTABROOKS Co., St. John, N. B., (Red Rose Coffee), has started flash an-

GATHERED for completion of arrangements for Adam Hat "Sports Parade" fight series on Associated Broadcasting Co. are: standing (l to r), Larry Atkins, pres. Boxing Promotors of America Inc.; Arthur W. Ramsdell, exec. v-p of Buchanan & Co.; William H. Pludo, v-p in charge sales promotion, Adam Hat Stores Inc.; John Whitmore, gen. sales mgr., eastern division, Associated; Ed Pancoast, sales mgr., Associated eastern division; Nat Strom, Buchanan & Co. Seated (l to r), Elias Lustig, pres., Adam Hat Stores; Roy C. Kelley, exec. v-p of Associated.

nouncements six days weekly on a num-ber of Canadian stations. Agency is Al-ford R. Poyntz Adv., Toronto.

QUAKER OATS Co., Peterborough, Ont. (Aunt Jemima Pancake flour), has started flash announcements six days weekly on a number of Canadian sta-tions. Agency is Spitzer & Mills, To-ronto.

BENSON & HEDGES (Canada) Ltd., Montreal (Henley cigarettes), has started six weekly spots on a number of Canadian stations. Agency is Cockfield Brown & Co., Montreal.

LAURENTIAN AGENCIES Ltd., Mon-treal (Abbey salts), has started six weekly spots on a number of Canadian stations. Account placed by McKim Adv., Montreal.

BELL BRAND FOODS Ltd., Los Angeles (potato chips), out of radio for two years, on Oct. 15 started using total of 20 chain break announcements week-ly on KFI KNX KECA KHJ. Schedule is to be increased. Contracts are for 13 weeks. Agency is McCann-Erickson, Los Angeles.

LAYNE OPTICAL Co., San Francisco, on Oct. 8 started for 52 weeks, sponsoring daily man-on-the-street program, "Say It and See It", on KSFO San Francisco. Agency is A. L. Paul Adv., Los Angeles.

OTTO K. OLSEN Co., Hollywood (radio equipment, appliances), has appointed Kemmerrer Inc., Hollywood, to place ad-vertising.

VAN WATERS & ROGERS Inc., Seattle (laundry supply division), has appointed Honig-Cooper Co., Seattle, to handle ad-vertising.

NATIONAL HOUSE & FARMS Assn., New York, started Judy Lang, singer-pianist, in Sunday morning quarter-hour series of broadcasts on WOR New York Oct. 21. Agency is Alvin Gardner Co., New York.

NEW ACCOUNTS for quarter-hour tran-

(*Continued on page 76*)

See our ads

on pages 6

and 43

KOIL

AMERICAN BROADCASTING COMPANY

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Worth Tootin' About!

Always a good tune to toot is our way of getting on with one of America's Greatest Direct Response Audiences. It's a merry melody to the ears of WMMN advertisers.

Right now this Direct Response is cracking records of long standing, and that means greater results than ever.

Put WMMN on your schedule and listen to the merry melody of the cash register.

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

SPONSORS

(Continued from page 75)

scribed musical programs produced by Frederic W. Ziv Co., Cincinnati, include the following for "Sincerely Kenny Baker": Katz Drug Co., Kansas City, effective Oct. 17, five weekly for 130 programs on KMBC Kansas City, through Bruce B. Brewer & Co., Kansas City; Goldwaters, Phoenix (department store), started Oct. 3 five weekly for 130 programs on KTAR Phoenix; Sheldon Jewelry Co., El Paso, thrice-weekly for 26 weeks on KTSM El Paso; Gallo Wine Co., Modesto, Cal., thrice-weekly on KGDM WOR KYCA WTIC WICC WEAN WNAC WJW KQW KTRB WENR WSMB WIOD KFI through Adv. and Sales Council, Ranson, W. Va.; and for "Old Corral," Harry Mitchell Brewing Co., El Paso, five weekly for 26 weeks on KTSM El Paso.

O-PEE-CHEE Co., London, Ont. (Thrills Chewing Gum) has started three spot and three flash announcements daily as a test campaign for two months on CKEY Toronto. Agency is Walsh Adv., Co., Toronto.

KELLOGG Co. of Canada Ltd., London Ont. (All Wheat) has started "Superman" on six Canadian stations. Account placed by J. Walter Thompson Co., Toronto.

WHITEHALL PHARMACAL (Canada) Ltd., Walkerville, Ont. (Anacin), has started flash announcements on three northern Ontario stations. Account placed by Young & Rubicam, Toronto.

GILBERT C. CLARKE has been appointed advertising and sales promotion manager of Standard Brands, Montreal.

TEA GARDEN PRODUCTS Co., San Francisco (Tea Garden preserves), Nov. 1 starts using five-weekly spot schedule on KFI Los Angeles. Contract is for 52 weeks. Honig-Cooper Co., San Francisco, has account.

HOPE & CO., Los Angeles (investment securities), Oct. 18 started twice-weekly transcribed financial news commentary, "Busy Money", on KMPC Hollywood. Contract is for 52 weeks. Elwood J. Robinson Adv., Los Angeles, has account.

EDDY MEYER, Los Angeles, to promote airplane auction sales, is using schedule of spots on five local stations. Advertisers Production Agency, Los Angeles, has account.

AIR SHOWS Inc., Los Angeles, to promote local air show to be staged in late November, is using spot schedule on Los Angeles area stations. Advertisers Production Agency, Los Angeles, has account.

EAGLE OIL & REFINING Co., Santa Fe Springs, Cal., (Golden Eagle gasoline), in an eight-week campaign with local dealer tie-in in early November will use an average of six transcribed and live announcements daily on stations in major California markets. Advertisers Production Agency, Los Angeles, has account. Ralf M. Spangler is account executive.

ZAREH KERAGH, Los Angeles (landscape engineer), in a 13-week test, on Oct. 22 started sponsoring two weekly quarter-hour programs on home landscaping on KGER Long Beach with daily spots on KFVD Los Angeles. Allied Adv. Agencies, Los Angeles, has account.

L & R Mfg. Co., Arlington, N. J. will participate in the Adelaide Hawley program on WEAF New York, Monday-Tuesday-Thursday for Ellanar jewelry cleaner in a special campaign starting immediately and continuing through Nov. 26. Scheck Adv., Newark, N. J., is agency.

BIRDS-EYE FOODS (Canada) Ltd., Toronto (frozen foods), Oct. 16 started "Dinah Shore's Open House", NBC network show, on CBL Toronto and CBM Montreal, 8-8:30 p.m. Tuesday. Account was placed by Young & Rubicam, Toronto.

JOHN J. ANTHONY, whose program on marital relations on Mutual, Monday through Friday, is sponsored by Carter Products Inc., received a plaque from the Laymens National Committee on his broadcast Oct. 15, in recognition of "constructive work being done by Mr. Anthony to stimulate recognition of Holy Scriptures in the solution of domestic problems." Agency for Carter is Ted Bates Inc., New York.

SUCCESS of P. Lorillard's "Detect and Collect", CBS audience participation show, has prompted a scale manufacturer to patent a combined home weighing machine and piggy bank called "Detect and Collect", which automatically deposits pennies in attached bank if one guesses his correct weight.

this is WDOD

20th YEAR

ACCORDING TO EVERY HOOPER the *outstanding* CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga • CBS •

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

Broadcast Policies Subject of Debate

Radio Men, Educators Give Views at Denver Meeting

RADIO representatives and educators told each other off at the sixth annual luncheon meeting of the Rocky Mountain Radio Council, Denver, held at Council headquarters with station managers, program directors, and educators of Colorado and Wyoming as guests.

Hugh Terry, manager of KLZ, Denver, was m.c. of the frank but friendly discussion. Idea was that through the Radio Council many problems between radio men and educators may be smoothed out. Jack Weir Lewis, acting director of the Council, presided over the luncheon.

Station men contended that many educational institutions demand Class-A time for second-rate programs, refuse to understand the necessity of shifting public-service programs when networks take up option time, and fail to see the need for showmanship in educational broadcasts.

Educators replied that stations too often avoid important material because it is controversial, and that public service broadcasts often are unnecessarily shoved around to make way for commercial programs.

Winfield D. Armentrout, vice-president of Colorado State College of Education and new president of the Council, made the principal address at the Oct. 17 meeting. Other new officers are Roy M. Green, president of Colorado A&M, secretary; and Malcolm G. Wyer of Denver Public Library, treasurer. Executive committee members are Robert L. Stearns, president of U. of Colorado, and Miss A. Helen Anderson, director of publications, Denver Public Schools.

Council announced it had prepared and broadcast 2,139 programs for 19 educational agencies over 18 stations in Colorado and Wyoming in last 12 months. Time given by stations was estimated to be worth $47,586. A booklet reviewing the work of the Council was distributed.

KSEI

POCATELLO · IDAHO

IN TUBE MANUFACTURE ALL SMALL DETAILS ARE LARGE TO *Federal*

From slender filament to anode block . . . *all* tube construction details, however small, are important to Federal. That is why this experienced and longtime manufacturer uses the illustrated high-magnification metallograph as part of its test equipment for checking raw material quality.

An example is the micro-photo inset. Here is shown oxide-free, high conductivity copper used for copper-to-glass seals . . . after the material has been reduced to a fine grain, non-porous structure through Federal's special metal-processing methods.

But whether copper, molybdenum or tungsten . . . they all are subjected to the same exclusive treatment and put through the same searching scrutiny . . . assurance that only the finest materials go to make up Federal tubes.

This exacting test is another good reason why Federal tubes are better tubes. Transmitting, rectifier, industrial power . . . they have a reputation that is deserved because they are *built to stay*.

Federal always *has* made better tubes.

FEDERAL TELEPHONE & RADIO — FTR

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

The VOICE of Industrial New England

WLAW

LAWRENCE, MASS.
5000 WATTS 680 KC.

Daytime Coverage
1,902,591
Nighttime Coverage
1,569,794

NATIONAL REPRESENTATIVES:
WEED & CO.

PIERCE APPOINTED TO POST AT KFWB

LT. COL. G. McGUIRE PIERCE, for five years on active duty with U. S. Marine Corps, has been appointed assistant general manager of KFWB Hollywood, with duties to include development of FM and television activities of the station. Henry Maizlish is general manager of KFWB.

For past three years, Col. Pierce has been atttached to Division of Plans and Policies, Washington, as chief photographic officer and officer in charge of audio-video training. He was producer of Marine Corps technicolor film short, *With the Marines at Tarawa*, which won 1944 Academy Award. An authority on demolition, incendiaries and sabotage, he is also author of military textbook on those subjects. Prior to military service, Col. Pierce was head of Pierce Plan Co., Seattle, commercial banking organization.

Emery Is Heard

CARLYLE EMERY, vice-president of Ruthrauff & Ryan Inc., Chicago, told the Women's Advertising Club of Chicago, Oct. 16 at Huyler's Restaurant, that "It is people, not watts or kilocycles, that give power to radio." His speech, pointed out that an understanding of people is more necessary to a writer of a show than technical operations.

DISCUSSING BRAND NAMES and their importance on WFIL Philadelphia were these veterans in the field (l to r): S. Horace Disston, president of Henry Disston & Sons, whose name has been on saws for over 100 years; Henry E. Abt, managing director, Brand Names Research Foundation; Graham Patterson, publisher of *Farm Journal* and *Pathfinder*, who sponsored a dinner honoring "name" firms; Arthur S. Gow, manager, Philadelphia advertising sales, Curtis Publishing Co.; Leo H. Heimerdinger, former president of Pioneer Suspender Co., whose brand name has been known for over 75 years; John Scheuer of WFIL.

Average Listener-Rating For World Series 26.2%

AVERAGE listener-rating for the 1945 World Series was the highest ever recorded for a series in which no New York team was represented and the fourth highest recorded in the history of the baseball classic.

That was the report announced last week on the basis of a special survey conducted for Mutual network and Maxon Inc. by Crossley Inc. The report showed: 52.6% of all persons interviewed heard one or more of the games; average daily rating for the seven days was 26.2%, representing 62.9% of the total audience tuned-in; Saturday-Sunday listening was 31.8%, and final-game listening (Wednesday, Oct. 10) reached 31.5%.

Broadcast of the series, between Detroit Tigers and Chicago Cubs, was sponsored by Gillette Co. over Mutual. More than 500 stations throughout the world carried the play-by-play.

Harold Yorgason

HAROLD YORGASON, 39, independent record manufacturer, died at his Inglewood, Cal., home following a heart attack on Oct. 17. Mr. Yorgason, with Herbert Allen, was co-owner of Preview Records.

Imported Hit

WHEN Leonard Reinsch, radio advisor to President Truman, and managing director of the Cox radio stations, WSB WIOD WHIO returned from the Broadcasters' Mission to ETO, he brought with him a song called "Sympathie", a hit on the Continent and popular with GI's there. WSB Musical Director Albert Coleman made an arrangement, got ASCAP permission to air it, and it has been a big favorite with WSB listeners ever since. The station has had numerous calls from vets who heard it overseas and from wives who had been sent recordings of it.

AWD Plans

ALMA KITCHELL, president of the NAB Assn. of Women Directors, has announced that AWD will celebrate radio's birthday week with a one-day nationwide campaign on Nov. 5. Each of AWD's 700 members on 425 stations in 270 key cities has been asked to do her part.

Scoring

30 OUT OF 50
IN JACKSONVILLE, FLORIDA

A WJHP CLIENT TAKES HIS OWN POLL OF LOCAL STATION POPULARITY . . . WHO WINS?

WJHP
OF COURSE!

Before buying time on WJHP, the owner☆ of a local business asked his first 50 clients of the day what their favorite station was in Jacksonville . . . 30 out of 50 answered "WJHP"! That's real proof of service . . . time on WJHP reaches more Jaxons!

WJHP ★ MUTUAL ★ JOHN H. PERRY

☆ For verification write Personal Finance Corp., Jacksonville.

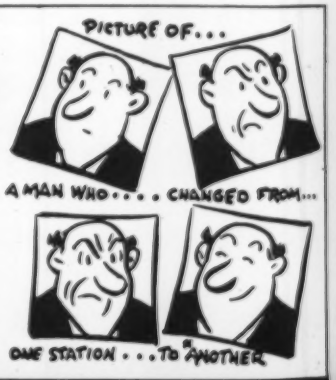
*

WNAB

BASIC-AMERICAN IN
BRIDGEPORT, CONN.

Concentrated Audience in the Nation's 59th Market

WNAB *programming* is concentrated on the Bridgeport metropolitan area with its 216,000 people and almost $100,000,000 in 1939 Retail Sales. WNAB *coverage* is confined to the area of maximum results. WNAB *results* will make you beam!



AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMBEAU

CHECKING details of his first talk on Ford Motor Co.'s *Ford Sunday Evening Hour* on American Oct. 21 is William Nichols (c), editor of *This Week* magazine. With him (l to r): Ed Cox and William Lewis, vice presidents of Kenyon & Eckhardt, New York, agency for Ford program.

Gick Succeeds DeFreitas In Anglo-American Post

GERARD V. DeFREITAS, manager of ZFY Georgetown, British Guiana, returned to British Guiana last week after serving for six months as West Indian liaison officer to the Anglo-American Caribbean Commission regarding their radio program.

He will be succeeded as liaison officer by Denis Gick, manager of the government broadcasting station ZQI Jamaica, who is expected to serve for six months and be succeeded by another West Indian radio officer.

The West Indian Radio Newspaper, said to be the only joint government radio project, reached its 1,000th program yesterday (Oct. 28). The program is expected to play an important part in Caribbean postwar affairs.

PW to Cut Rates

PRESS WIRELESS has filed application with the FCC for substantial decreases in radiotelegraph rates between Los Angeles, San Francisco, New York and Washington and all points in China, company announced last week. Under proposed rates, ordinary press traffic between New York and Chungking would be six cents a word in place of the present eight and a half cents.

Queen of the Roses

HILDEGARDE, star of Brown & Williamson Tobacco Corp.'s *Raleigh Room With Hildegarde* on NBC, has been chosen Queen of the Roses by the Society of American Florists. Award was made to her as "person who did most to promote roses in past year", and presentation of 100 roses was made on broadcast of program Oct. 23 during National Flower Week. Hildegarde has presented roses to many guests on program. Agency is Russel M. Seeds Co., Chicago.

Melody Inc. Formed

MELODY Inc., a $100,000 organization employing 25 persons to distribute wired music to hotels, restaurants and other businesses throughout Dade and Broward counties, Florida, has been organized by Frederick Merritt, vice-president and general manager, and A. Frank Katzentine, Miami attorney and owner of WKAT Miami Beach, who will be chairman of the board. Its offices and studios are at 1101 Lincoln Road, Miami Beach. Operating 16 hours a day, firm will distribute scientifically programmed music from a library of over 3,000 newly transcribed pieces. Manager Merritt, of Louisville, Ky., is on terminal leave as colonel from AAF headquarters in Washington and will revert to civilian status Dec. 6.

CANADIAN STATIONS, CALLS AUTHORIZED

SEVERAL new stations and calls have been assigned in Canada by the Dept. of Transport.

New station at Sarnia, Ont., to operate on 1070 kc with 5,000 w day and 1,000 w night, has been assigned call of CHOK. President is H. M. Hueston.

New 5,000 w station on 1470 kc is reported licensed to Sen. Alexander Neil McLean at St. John, N. B.

Daily newspaper, *La Voix de l'Est*, published at Granby, Que., is reported licensee of new station on 1450 kc with 250 w.

CKSB St. Boniface, Man., is expected to begin operations on 1250 kc with 1,000 w in early February.

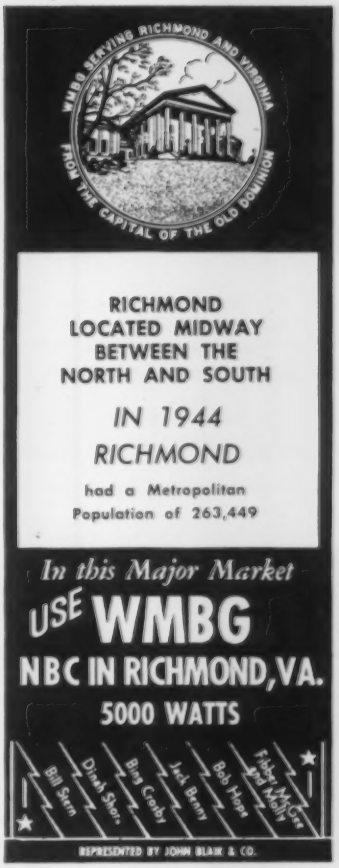
CFGP Grande Prairie, Alta., has moved from 1350 kc to 1050 kc using 1,000 w power.

CHLP Montreal has been authorized to increase power from 250 w to 1,000 w and to shift frequency from 1490 kc to 1150 kc.

CJPA is new call of local 250 w outlet at Port Alberni, B. C., on 1240 kc, formerly listed as CKPA.

New Noise Filter

SMALL device claimed to improve radio reception, used on B-29s during the war, will be included in General Electric radio sets, according to G. W. Frick, GE engineer.



Serving
The Third Largest Market
in the
Fourth Richest State

•

W C O L
COLUMBUS

The Listening Habit of Central Ohio

•

Represented by
THE HEADLEY-REED CO.

WOWO
FORT WAYNE
Indiana's most powerful station
WESTINGHOUSE RADIO STATIONS Inc

first
CHOICE
of
Washington
Agencies!

When local advertisers place one minute announcements Bill Herson's program, 6:00 to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one.

Local preference makes Herson your No. 1 spot buy.

FIRST in WASHINGTON
WRC
NBC
Represented by NBC SPOT SALES

FANS, STARS HONOR WFIL'S ANICE IVES

ANICE IVES, who conducts *Everywoman's Club of the Air* on WFIL Philadelphia daily at 1:30 p.m., was honored by radio, stage and screen stars and more than 500 women fans at a birthday luncheon at Adelphia Hotel, Philadelphia, Oct. 19.

Nineteen representatives of national and local agencies and sponsors attended, and some listeners were on hand from West Virginia, Maryland, Delaware, New Jersey and New York. One 84-year-old fan came from Oklahoma.

Actor Ralph Bellamy, heading a list of guest artists, complimented Anice Ives on her program. Entertainment was furnished by LeRoy Miller, WFIL's "morning madcap impressario"; Jack Steck and his *Hayloft Hoedown* gang with vocalist Carol Wynne; the Sleepy Hollow Gang and Lew Carter. Gifts for all guests were provided by sponsors. Displays were arranged by WFIL promotion department.

Representatives of New York agencies included Miss Bernice Gaines, Kenyon & Eckhardt; Miss Linnea Nelson, J. Walter Thompson; Mrs. Alice Rick, director, Consumers Relations Division, Rockwood & Co.; Miss Lucille Sherwood and Mrs. Penelope Simmons, Federal Adv. Agency; Miss Miriam Traeger, Abbott Kimball & Co.; Ray Nelson, Charles M. Storm Co.; Abe Doris, Morris Kellner, Stephen Machcinski and William Wright, Katz Agency. Philadelphia guests were Miss Edith Ault, Abbotts Dairies; Miss Mabel J. Jacobs, Royal Rinse; Mrs. Anne Schlorer Smith, Mrs. Schlorer's Mayonnaise; Miss Clara Zillessen, Philadelphia Electric Co.; George Diffenback, advertising manager, Abbotts Dairies; W. W. Frazer 3rd and Donald C. Scott, president and vice-president, Royal Rinse; Howard Seberhagen, president, Seberhagen Inc.

Tickets for luncheon were sold out several weeks in advance, mainly through use of air plugs and mentions on *Everywoman's Club.*

Candidates Quizzed

SERIES of interviews, *Know Your Candidates*, twice-weekly at 10 p.m., was started Oct. 23 by KALL Salt Lake City in cooperation with Junior Chamber of Commerce. Candidates in the city's municipal elections and primaries are asked: "Why should you be elected to office?" Earlier, Junior Chamber members took part in KALL's *Know Your City* series, urging a heavy registration and vote. Station also sells time to all candidates representing recognized political parties and groups. As another public service feature, KALL is cooperating with Salt Lake City Ministerial Association in presenting transcribed "minutes of prayer" at 1:15 p.m. daily, and has scheduled a weekly half-hour program of religious music.

SHUT-INS RESPOND To Griffin's Description Of Monitoring Service

DESCRIPTION of the work of shut-ins in monitoring radio programs for Radio Reports Inc., New York, broadcast by Alexander Griffin, commentator, on WIP Philadelphia and Mutual, within a few weeks brought 136 replies from shut-ins interested in assignments as monitors.

Mr. Griffin explained in his broadcast that, on assignment from Radio Reports, across the nation "a little army of shut-ins" make radio-listening a business. Their job is to check on the uses of spot commercials, to learn the trend of commentators' opinions, and to gather other data wanted by clients of Radio Reports. More monitors, he said, are needed.

Cash rewards "don't amount to much" he declared. "But in self-satisfaction, and in the knowledge that after all there is something in life they can do, the rewards are maybe intangible, but limitless." Radio Reports said 10 new monitors had been given assignments as result of Mr. Griffin's broadcast and that 35 to 50 others probably would be added from the group.

KCMJ Construction

CONSTRUCTION of a one-story nucleus desert-type building for KCMJ Palm Springs, Cal., has been started by Palm Springs Broadcasting Co. on N. Indian Ave. 900 feet north of city limits. Building will include one studio and announcer booth, music library, engineering maintenance shop and recreation room. Additional studios and offices are planned when WPB building restrictions are removed. Operating on 1340 kc, the 250-w station will begin operations in mid-December, according to Donald C. McBain and Richard W. Joy, co-owners. Mr. McBain is a United Air Lines captain and former technician-announcer; Mr. Joy is a Hollywood free-lance announcer. George Irwin has been appointed station sales manager and Homer Griffith Co., Hollywood, is sales representative. Station has subscribed to Standard Radio transcription library and UP leased wire services.

Vets Return

SERVICEMEN are returning to Canadian radio stations in considerable numbers. Of 173 formerly with CBC and in the Canadian armed services, 44 have returned to their posts at the CBC in various parts of Canada, including senior engineers, producers and announcers. A number of stations have most of their former staffs back.

AN ALL-TSCAIKOWSKY program will be presented by Andre Kostelanetz on CBS "Music of Andre Kostelanetz" show Nov. 15.

. . . the international "squeeze-box"

Many nationalities had a hand in the development of the accordion or "squeeze-box." In the late 18th Century, the Chinese mouth organ was imported into Russia. A Danish scientist working in Russia became interested in the free reed of the Chinese instrument, and applied the same principle to an organ he was constructing. From the Dane's experiments, a German conceived the idea for the first concertina, made in 1822. Seven years later, an Austrian put a keyboard on the concertina and it became an accordion.

The super mouth organ

The early concertinas worked on exactly the same principle as the mouth organ, with a bellows furnishing the air rather than the player's mouth. At each end of the bellows was an endboard furnished with knobs which admitted air to the reeds when pressed. As in the mouth organ, a different note was produced when the direction of the air flow was reversed.

It's all keyed up

The ordinary accordion, with from 5 to 50 keys, is a folk instrument. The 20th Century piano accordion, with a piano keyboard for the right hand and bass harmony keys for the left, is for the accomplished musician only.

The fine tonal gradations of the accordion, and its soft but penetrating timbre, are recorded with the utmost fidelity by:

VERTICAL CUT RECORDINGS!

Free reprints of this series of 25 advertisements, each dealing with a different musical instrument, may be obtained in booklet form from:

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
233 BROADWAY, NEW YORK 7, N. Y.

TOPS IN THE "HEARTLAND"

In the "Heartland" you'll find some of the richest, busiest farms of the midwest, plus important industries including meat packing plants, corn processing, soybean and sugar beet factories. Producing food for a hungry world has naturally increased the "spendable" income at home.

TOUCH "HOME" WITH KGLO

293,080 Radio families in the area are reached by the friendly voice of KGLO. Tell them . . . sell them . . . put KGLO on your station list.

Use KGLO and WTAD
Quincy, Illinois
A Natural Combination

kglo

MASON CITY Iowa

1300 K.C. 5,000 Watts

CBS Affiliate

Weed & Company, Rep.

A Lee STATION

Hearing

(*Continued from page 15*)

intervention and the enlargement of the issues in such hearings, supported by appropriate engineering studies to show such objectionable interference, as defined by the Commission's Standards of Good Engineering Practice. All such petitions will be given careful consideration by the Commission."

The Commission divided the hearings into three groups, the first four hearings listed constituting Group A, the next nine constituting Group B, and the remaining 48 constituting Group C. Under Group A were placed new applications which require consolidation with others upon which hearings have been held but on which no final action has been taken. Thus, in the first hearing designated it will be seen that a new application for a station on 1240 kc is consolidated with four other applications upon which hearings have been held. In the second hearing listed, two new applications in the Nashville area are combined with four others; in the third hearing, three new applications are combined with two others; in the fourth, one new application is combined with four others.

Under Group B the Commission consolidated for hearings new applications with others which have been designated for hearing but on which no hearings have been held. Thus, in the fifth hearing listed four new applications seeking the frequency 1250 kc are combined with one application which has been designated for hearing. The succeeding eight hearings also list the new applications prior to the older applications with which they are consolidated.

Under Group C, which represents the bulk of the hearings designated, the Commission consolidated new applications which are in conflict with each other and upon which no action has been taken.

In addition to the applications included in the hearings designated, the Commission will probably consolidate any new applications filed which are in conflict with those listed. But once the hearings have been held, it was learned, there can be no assurance the case can be reopened and the individual applications will have to be examined on its merits.

The list of hearings follows:

Group A

Star Broadcasting Co. Inc. (B1-P-3979), Geneva, New York; for new station on 1240 kc, 250 watts, Unlimited. To be consolidated with the following: The Finger Lakes Broadcasting System (Docket No. 6604), Geneva, N. Y.; WARC, Inc. (Docket 6605), Rochester, N. Y.; Rochester Broadcasting Corp. (Docket 6606), Rochester, N. Y.; Seneca Broadcasting Corp. (Docket No. 6607), Rochester, N. Y.

Tennessee Radio Corp., Nashville, Tenn., for reinstatement of application (Docket 6193) for new station on 1240 kc, 250 watts, U.; Murfreesboro Broadcasting Service, Murfreesboro, Tenn., for new station on 1240 kc, 250 watts, Unlimited time. To be consolidated with: Nashville Radio Corp. (Docket 6108); Capitol Broadcasting Co. (Docket 6669), both for new stations at Nashville, on 1450 kc. Tennessee Broadcasters (Docket 6648); J. W. Birdwell (Docket 6649). All for new stations at Nashville on 1240 kc.

Donald Flamm (B1-P-4056); The Metropolitan Broadcasting Service, both for new stations at New York, N. Y., on 620 kc, 5 KW, U.; WAGE, Inc. (WAGE), Syracuse, N. Y., 620 kc, 5 kw, unlimited time, DA; WCAX Broadcasting Corp. (WCAX) (B1-P-3961), Burlington, Vt., 620 kc, 5 KW, U; DA. To be consolidated with: Newark Broadcasting Corp. (Docket 6190), Newark, N. J., for a new station on 620 kc, 5 KW, U.

Copper City Broadcasting Corp. (Docket 6744), to be consolidated with: Utica Broadcasting Co. Inc. (Docket 6140); Ronald B. Woodyard (Docket 6683); Utica Observer Dispatch, Inc. (Docket 6043); Midstate Radio Corp. (Docket 6141). The application of Copper City Broadcasting Corp. is for a new station at Rome, N. Y., on 1450 kc, 250 watts, unlimited. The remaining four applications are for new stations at Utica, N. Y., for 1450 kc, 250 watts.

Group B

Northern Broadcasting Co. Inc., (WSAU) (B4-P 3656), Wausau, Wis., for construction permit to change frequency to 1250 kc; Midwest Broadcasting Co. (B4-P-3746), Milwaukee, Wis., for a new station on 1250 kc with 5 KW. Farnsworth Television & Radio Corp. (WGL), Ft. Wayne, Ind., to change frequency to 1250 kc and increase power to 1 KW. Virginia-Carolina Broadcasting Corp., for a new station on 1250 kc, 1 KW night, 5 KW-LS, Danville, Va., to be consolidated with: The Wren Broadcasting Co. (WREN) (Docket 6703), which requests permission to move from Lawrence to Topeka and increase power on 1250 kc, to 5 KW.

Chronicle Publishing Co. Inc., Marion, Indiana, for new station on 1230 kc, 250 watts, Unlimited; Booth Radio Stations, Inc., Logansport, Ind. for new stations on 1230 kc, 100 watts, unlimited, to be consolidated with: Voice of Marion, (Docket 6773) for a new station at Marion, Ind., 1230 kc, 250 w.

Tri-County Broadcasting Corp., (B5-P-3890) and Edisto Broadcasting Co., both for new stations in Orangeburg, South Carolina, on 1450 kc, 250 watts, Unlimited time to be consolidated with: Observer Radio Corp. (Docket 6763) and Orangeburg Broadcasting Corp. (Docket 6764), both requesting identical facilities.

The Constitution Publishing Co. (formerly Constitution Broadcasting Co. Docket 6075), Atlanta, Ga., New Mexico Publishing Co. (B5-P-3932), Santa Fe, New Mexico; Shenandoah Valley Broadcasting Corp. (WSVA) (B2-P-3753), Harrisonburg, Va.; Booth Radio Stations, Inc., Saginaw, Mich.; Federated Publications, Inc. (B2-P-4010), Lansing, Mich.; WJIM, Inc., Lansing, Mich.; Montana Broadcasting and Television Co., Anaconda, Mont., Pulitzer Publishing Co. (KSD), St. Louis, Mo.; Caprock Broadcasting Co., Lubbock, Texas, to be consolidated with: Radiophone Broadcasting Station WOPI, Inc. (WOPI). (Docket 6661), Bristol, Tenn. All these applications request 550 kc.

San Bernardino Broadcasting Co. Inc., San Bernardino, Cal., (B5-P-3908); Lee Bros. Broadcasting Co. (KFXM), San Bernardino; Nevada Radio & Television Co. (B5-P-3832), Reno, Nev., New Mexico Broadcasting Co., (KGGM) (B5-P-2918), Albuquerque, New Mexico; The Star Broadcasting Co. Inc., Pueblo, Colo., to be consolidated with: Southern Utah Broadcasting Co. (KSUB) (Docket 6759), Cedar City, Utah. All of these applicants request authority to operate on 590 kc.

Atlanta Broadcasting Co. (B3-P-3835); Chatham Broadcasting Co. (B3-P-4029), both for new stations at Savannah, Ga., to operate on 1400 kc, 250 watts, Unlimited time, to be consolidated with: A. C. Neff (Docket 6640), seeking identical facilities.

Fayette Associates, Inc. (B2-P-3876), for a new station at Montgomery, W. Va., to operate on 1400 kc, 250 watts, Unlimited time, to be consolidated with: Joe L. Smith, Jr. (Docket 6677), for a new station at Charleston, W. Va., 1400 kc, 250 watts, unlimited time.

Thomaston Broadcasting Co. (B3-P-3829), Thomaston, Ga., 1420 kc, 250 watts, U.; J. W. Woodruff, J. W. Woodruff, Jr., and E. B. Cartlidge, Jr. d/b as Columbus Broadcasting Co. (WRBL) (B3-P-3986), Columbus, Ga., 1420 kc, 5 KW, U.; Muscogee Broadcasting Co., Columbus, Ga., 1450 kc, 250 watts; Chattahooche Broadcasting Co., Columbus, Ga., 1460 kc, 1 KW; A. Frank Katzentine (Docket 6705), Orlando, Fla., 1420 kc, 5 KW, U; Palm Beach Broadcasting Corp. ((WWPG), (B3-P-3968), Palm Beach, Fla., 1420 kc, 1 KW U. To be consolidated with: City of Sebring,

(*Continued on page 82*)

WTAD Quincy, Ill. Dominates a Rich Town-Farm Market

The Hooper Station Listening Index, Fall, 1944 shows WTAD overwhelmingly dominates the Quincy Market with more listeners than all other stations in the area combined!

LISTENERS ARE BUYERS

Bigger crops are being harvested . . . industries are humming . . . everyone has a pocketful of "buying power." Sell your products on the favorite dial spot, 930 K.C.—WTAD!

Use WTAD and KGLO
Mason City, Iowa
A Natural Combination

WTAD

QUINCY Illinois

930 K.C. 1,000 Watts

CBS Affiliate

The Katz Agency, Rep.

A Lee STATION

KQV
Pittsburgh

Henry Lohrey Packing Co.

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

Hearing

(*Continued from page 81*)

Fla. (Docket 6696), Sebring, Fla., 1430 kc., 1 KW U.

Sabine Area Broadcasting Corp. (B3-P-4011), Orange, Texas; WOOP, Inc. (B2-P-3987), Dayton, Ohio; Charlotte Broadcasting Co. (B3-P-3847), Charlotte, N. C.; Burlington-Graham Broadcasting Co. (B3-P-4026), Burlington, N. C.; McClatchy Broadcasting Co. (B5-P-3800), Modesto, Cal.; United Broadcasting Co. Inc., (B3-P-3695), Montgomery, Ala.; Roy A. Lundquist & D. G. Wilde, (B5-P-4050), copartners d/b as The Skagit Valley Broadcasting Co., Mount Vernon, Wash.; Gazette Co., Cedar Rapids, Iowa; Long Island Broadcasting Corp. (WWRL), Woodside, N. Y.; James F. Hopkins, Inc. (Docket 6230), Ann Arbor, Mich.; San Juaquin Broadcasters, Inc., Modesto, Cal.; Piedmont Carolina Broadcasting Co. Inc., Reidsville, N. C. These applications involve the use of channel 1600 kc, and are to be consolidated with: Capital City Broadcasting Co. (Docket 6711), Des Moines, Iowa; Capitol Radio Corp. (Docket 6712), Des Moines; Myron E. Kluge, Earle E. Williams and C. Harvey Haas a partnership, d/b as Valley Broadcasting Co., Pomona, Cal. (Docket 6633).

Arkansas - Oklahoma Broadcasting Corp. (B3-P-4034); Donald W. Reynolds, (B3-P-3772), both seek new stations at Fort Smith, Ark., on 1230 kc, 250 watts, unlimited time.

Group C

James H. McKee (B2-P-3738); Capitol Broadcasting Corp. (B2-P-3779) Chemical City Broadcasting Co. (B2-P-3841), all request new stations at Charleston, W. Va., to operate on 1240 kc, 250 watts, unlimited time.

Coast Ventura Co. (B5-P-3725); Ventura Broadcasters, Inc. (B5-P-3807), both request new stations at Ventura, Cal. to operate on 1450 kc, 250 watts, unlimited time.

Huntington Broadcasting Corp.; (B2-P-3741). Greater Huntington Radio Corp., (B2-P-3826), both for new stations at Huntington, W. Va., 1450 kc, 250 watts, unlimited time.

Bay State Beacon, Inc. (B1-P-3983); Mitchell G. Meyers, Reuben E. Aronheim and Milton H. Meyers (B1-P-3819); Cur-Nan Co.; Templeton Radio Mfg. Corp. The first three applicants request new stations at Brockton, Mass., 1450 kc, 250 watts, unlimited; the fourth requests a new station at Boston, Mass., 1450 kc, 250 watts, unlimited.

Bradford and Pihl (B4-P-3956); Russel E. Kaliher; both applicants request stations at Bemidji, Minn., 1450 kc, 250 watts, unlimited.

Escombia Broadcasting Co. (B3-P-3842); Gulfport Broadcasting Co. Inc.; Pape Broadcasting Co., all seek new stations at Pensacola, Fla., on 1450 kc, 250 watts, unlimited.

Glens Falls Broadcasting Corp. (Docket 6702); Great Northern Radio, Inc. (B1-P-1404); Glens Falls Publicity Corp. These applicants all seek stations at Glens Falls, N. Y., to operate on 1450 kc, 250 watts, unlimited time.

Bernard Lee Blum, Waterbury, Conn.; Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Waterbury, Conn.; Harold Thomas, Waterbury, Conn. (B1-P-3951); Associated Electronic Enterprises, Woonsocket, R. I.; H. Ross Perkins and J. Eric Williams, d/b as Norwich Broadcasting Co. (B1-P-3870), Norwich, Conn. These five applicants request stations respectively at Waterbury, Conn.; Norwich, Conn., and Woonsocket, R. I., all to operate on frequency 1240 kc.

Valley Broadcasting Association, Inc. (B3-P-3759), McAllen, Texas; Howard W. Davis, (B3-P-3830), McAllen, Texas; Radio Station KEEW, Ltd. (KEEW), Brownsville, Texas; Red River Valley Broadcasting Corp. (KRRV), Sherman, Texas. All four applicants request authority to operate on frequency 910 kc.

Valdosta Broadcasting Co., Valdosta, Ga.; Hazlewood, Inc. (WLOF) (B3-P-3973), Orlando, Fla. Both applicants request authority to operate on 950 kc.

Radio Service Corp. (KSEI) (B5-P-3735), Pocatello, Idaho, for increase in power on 930 kc to 5 KW, U.; Vancouver Radio Corp. (KVAN) (B5-P-3552), Vancouver, Wash., to change frequency from 910 to 930 kc, and increase power to 1 KW, unlimited time.

Penn Thomas Watson (WGTM) (B3-P-3848), Wilson, N. C.; Eastern Carolina Broadcasting Co. (WGBR) (B3-P-3914), Goldsboro, N. C.; Jonas Weiland (WFTC), (B3-P-3827), Kinston, N. C.; Roanoke Broadcasting Corp. (WSLS), Roanoke, Va.; Lynchburg Broadcasting Corp. (WLVA), Lynchburg, Va. All these applicants request use of frequency 590 kc.

Voice of Augusta, Inc. (B3-P-3919); The Augusta Chronicle Broadcasting Co.; Savannah Valley Broadcasting Co. All these are applicants for a new station at Savannah, Ga., to operate on 1340 kc, 250 watts, unlimited time.

El Paso Broadcasting Co.; Bleecker P. Seaman and Carr P. Collins, Jr., d/b as Seaman and Collins. These two are applicants for a new station at El Paso, Texas, on 1340 kc, 250 watts, unlimited.

Broadcasting Corp. of America, Indo, Calif.; Richard T. Sampson, Banning, Cal. These two are for new stations at Indo and Banning, Cal., to operate on 1400 kc, 250 watts, unlimited time.

Radio Sales Corp., Twin Falls, Idaho; Jessica L. Longston, Burley, Idaho. These are applicants for new stations at Twin Falls and Burley, Idaho, both to operate on 1450 kc, 250 watts, unlimited.

C. L. Pursley and Louise Patterson Pursley, d/b as Pursley Broadcasting Service (B3-P-3745); H. O. Jones, Wm. E. Jones and James O. Jones, a copartnership, d/b as WGCM Broadcasting Co. (B3-P-3698); WLOX Broadcasting Co. The first application is for new stations at Mobile, Ala., to operate on 1490 kc; and the last two are applicants for Biloxi, Miss., to operate on 1490 kc.

Crescent Broadcasting Corp., Shenandoah, Pa.; The Patriot Co., Harrisburg, Pa. These are applicants for stations at Shenandoah and Harrisburg, Pa., both request the frequency 580 kc.

KOVO Broadcasting Co. (KOVO), Provo, Utah, (Docket 6739), to change frequency to 960 kc, and increase power to 1 KW.; United Broadcasting Co., for a new station at Ogden, Utah, on 950 kc, 250 watts, unlimited time; both applicants request frequency 960 kc.

Peninsula Broadcasting Co. (WBOC) (B1-P-3786); Eastern Shore Broadcasting Co. (B1-P-3751). The former requests I KW, unlimited time, on 960 kc, at Salisbury, Md., and the latter requests 500 watts day, on the same frequency at Preston, Md.

Cedar Rapids Broadcasting Corp. Inc. (B4-P-3970); Radio Corp. of Cedar Rapids; Muscatine Broadcasting Co., Moline Dispatch Publishing Co. The first two applicants request new stations at Cedar Rapids, Iowa, to operate on 1450 kc, 250 watts, unlimited time; Muscatine Broadcasting Co. requests a new station at Muscatine, Iowa, to operate on 1450 kc. Moline Dispatch Publishing Co. requests a new station at Moline, Ill., to operate on 1450 kc.

John L. Plummer (B3-P-3798); J. O. Emmerich (B3-P-3805), Iddo K. Corkorn (B3-P-4033). These three applicants seek a new station at Bogalusa, La., to operate on 1490 kc, 250 watts, unlimited time.

Murray L. Grossman, tr/as The Danbury Broadcasting Co. (B1-P-4017); The Berkshire Broadcasting Corp.; Torrington Broadcasting, Inc. The first two applicants request a new station at Danbury, Conn., the third is for a new station at Torrington, Conn., to operate on 1490 kc, 250 watts, unlimited time; the third for the same frequency at Torrington, Conn.

Meadville Tribune Broadcasting Co., H. C. Winslow; Times Publishing Co. (B2-P-3773). The first two applications are for new stations at Meadville, Pa., on 1490 kc, 250 watts, unlimited time. The third for a new station at Erie, Pa., on 1490 kc, 250 watts, unlimited time.

Roderick T. Peacock, Sr. tr/as Daytona Beach Broadcasting Co.; Wade H. Sperry, Edgar J. Sperry and Josephine T. Sperry, a co-partnership, d/b as Daytona Beach Broadcasting Co. Both applications are for a new station at Daytona Beach, Fla., on 1340 kc, 250 watts, unlimited time.

Old Pueblo Broadcasting Co.; Sun County Broadcasting Co., applicants for a new station at Tucson, Ariz., to operate on 1340 kc, 250 watts, unlimited time.

Smoky Mountain Broadcasting Co. (B3-P-3777); Clarence Beaman, Jr. tr/as East Tennessee Broadcasting Co. Both are applicants for a new station at Knoxville, Tenn. to operate on 1340 kc, 250 watts, unlimited time.

Peterson & Co. (B2-P-3984); The Central Kentucky Broadcasting Co.; Garvice D. Kincaid. All three are applicants for a new station at Lexington, Ky., to operate on 1340 kc, 250 watts, unlimited time.

Central Broadcasting Corp.; Howard W. Davis, tr as The Walmac Co. Both are applicants for a new station at Corpus Christi, Texas, to operate on 1230 kc, 250 watts, unlimited time.

Syracuse Broadcasting Corp. (New), Syracuse, N. Y.; WLEU Broadcasting Corp. (WLEU), Erie, Pa. Both applicants seek the use of frequency 1260 kc.; Kentucky Broadcasting Co., Lexington, Ky.; P. C. Wilson, Canton, Ohio; Cleveland Broadcasting Co. Inc. (B2-P-4058), Cleveland, Ohio; Scripps-Howard Radio, Cleveland, Ohio; Walter A. Graham (B3-P-4059), Tipton, Ga. All five applications are for new stations in the communities listed, and all seek the use of frequency 1300 kc.

Edgar T. Bell (B4-P-3812) (New), Peoria, Ill., 1350 kc., 1 KW, U; Central Ill. Radio Corp. (B4-P-3911) (New), Peoria, Ill., 1340 kc, 250 watts, U.; WJPS, Inc. (B4-P-3923) (New), Evansville, Ind., 1330 kc. 1 KW, U; Tri-State Broadcasting Corp. (New), Evansville, Ind., 1330 kc, 5 KW, U.; Booth Radio Stations, Inc. (New), Flint, Mich., 1330 kc, 1 KW, U.; Wabash Valley Broadcasting Corp. Terre Haute, Ind., 1350 kc, 5 KW, U.

Beaver County Broadcasting Corp. (New), Beaver Falls, Pa.; McKeesport Radio Co., McKeesport, Pa., Booth Radio Stations, Inc., Lansing, Mich. All three applicants request use of frequency 1360 kc.

F. M. Radio and Television Corp. (New), San Diego, Cal., 1370 kc, 500 watts night, 1 KW-LS, U.; Broadcasters, Inc. (New), San Jose, Cal., 1370 kc.

As American As the Hot Dog

Music is a common language—yet there is one form of music that's as purely American as the hot dog or baseball.

American Folk Music has found its way into the hearts of our people everywhere.

Many of the American backwoods tunes—lullabies, cowboy songs, serenades, country airs and such—are as well loved as many of the classics. Yes, folk music can be pretty fine, even though played on nothing more spectacular than harmonicas or little brown jugs.

Today folk music enthusiasts are as thick on Times Square as on the tall-grass areas. Radio, more than any other medium, has given impetus to a great American tradition in music.

Remember that BMI controls exclusive performance rights in the largest catalogue of great American Folk tunes.
Before you serve up a program of folk music—consult your BMI INDEX.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York · Chicago · Hollywood

WELI

NEW HAVEN, CONN.

960 KC - 1000 W-Days 500 W-Nights

Associated with
WSYR WTRY WKNE

Representatives:
HEADLEY-REED CO.

KW U; United Broadcasting Co. (B5-P-4061), San Jose, Cal., 1380 kc., 250 watts, U.; DeHaven, Hall and Oates (New), Salinas, Cal., 1380 kc, 1 KW, U., Valley Broadcasting Co. (B5-P-4015), Stockton, Cal., 1380 kc, 1 KW, U.; Central Cal. Broadcasters, Inc. (KRE) (B5-P-3982), Berkeley, Cal., 1380 kc, 1 KW, U. All six applications are interrelated.

Southern Media Corp. (New), Coral Gables, Fla., Ft. Lauderdale Broadcasting Co. (B3-P-3785), Ft. Lauderdale, Fla. Both applicants request the use of 1400 kc.

Old Dominion Broadcasting Corp. (B2-P-3978), Lynchburg, Va.; Blue Ridge Broadcasting Corp. (B2-P-2917), Roanoke, Va.; Piedmont Broadcasting Corp. (WBTM), Danville, Va., John M. Rivers (WCSC), Charleston, S. C. All four applicants request authority to operate on 1390 kc.

Central Broadcasting Co. (B4-P-3809); Wisconsin State Broadcasting Co. (B4-P-4039). Both applications are for a new station at Madison, Wisc., to operate on 1480 kc.

Permain Basin Broadcasting Co (B3-P-4022); Wendell Mayes, C. C. Woodson and J. S. McBeath (B3-P-2901 d/b as Odessa Broadcasting Co.; Ben Nedow, t/r as Ector County Broadcasting Co.; Dorrance D. Roderick (B3-P-4038). All four applications are for new stations at Odessa, Texas, to operate on frequency 1450 kc.

Albany Broadcasting Co. Inc. (B1-P-3945), Albany, N. Y.; Fort Orange Broadcasting Co. Inc. (B1-P-4020), Albany, N. Y.; WHEC, Inc. (WHEC) (B1-P-3976), Rochester, N. Y. All three applications request the frequency 1460 kc.

Golden Gate Broadcasting Corp. (KSAN) (B5-P-3913), San Francisco; Calif. 1460 kc, 1 KW U.; California Broadcasting Inc. (B5-P-4076), Bakersfield, Cal., 1460 kc, 1 KW, U.; Bakersfield Broadcasting Co. (New), Bakersfield, Cal., 1490 kc, 250 watts, U.; L. John Miner, Taft R. Wrathall and Grant R. Wrathall, d/b as Monterey Bay Broadcast Co. (New), Santa Cruz, Cal., 1460 kc, 500 watts, U.; Cascade Broadcasting Co. Inc. (KTYW) (B5-P-3889), Yakima, Wash., 1460 kc, 1 KW, U.; Amphlott Printing Co. (B5-P-3912), San Mateo, Cal. 1490 kc, 250 watts, U.; Luther E. Gibson (B5-P-2787), Vallejo, Cal., 1490 kc, 250 watts, U; San Jose Broadcasting Co. (B5-P-3921), San Jose, Cal., 1500 kc, 1 KW, U. All eight applications are interrelated.

Albert S. Drolich and Robert A. Drolich, d/b as Drolich Bros. (New), Flint, Mich.; Booth Radio Stations Inc. (New), Grand Rapids, Mich.; Methodist Radio Parish Inc. (B2-P-3836), Flint, Mich. The first two applicants request 1470 kc, and the third requests 1500 kc.

The Chesapeake Radio Corp. (New), Annapolis, Md.; Nied and Stevens (New), Warren, Ohio; Daily Telegraph Printing Co. (WHIS), Bluefield, W. Va. The first two applications request 1440 kc., WHIS increase in power on same frequency.

George A. Ralston and Jerry C. Miller, d/b as Elgin Broadcasting Co. (B4-P-3833), Elgin, Ill.; William L. Klein (New), Oak Park, Ill.; Sidney H. Bliss, t/r as Beloit Broadcasting Co. (New), Beloit, Wis. All three applications request 1490 kc.

Paul D Spearman, Jackson, Miss.; Chas. H. Russell, W. B. McCarty, T. E. Wright and C. A. Lacy, a ltd. partnership, d/b as Rebel Broadcasting Co. (B3-P-3755), Jackson, Miss.; Capitol Broadcasting Co. Inc. (WRAL), Raleigh, N. C.; S. E. Adcock, tr/as Stuart Broadcasting Co. (WROL) (B3-P-3616), Knoxville, Tenn.; Virginia Broadcasting Corp. (B2-P-3964), Roanoke, Va.; Wichita Broadcasters (KWFT), Wichita Falls, Texas; Durham Radio Corp. (WDNC) (B3-P-3170), Durham, N. C. All these applicants seek authority to operate on 620 kc.

Scripps-Howard Radio, Inc. (WCPO) (B2-P-3398), Cincinnati, Ohio; Queen City Broadcasting Inc. (New), Cincinnati, Ohio; American Broadcasting Corp. (WLAP), Lexington, Ky. All three applications seek authority to operate on 630 kc.

WSAV Inc. (WSAV) (B3-P-3679), Savannah, Ga.; Atlantic Coast Broadcasting Co. (WTMA) (B3-P-3752), Charleston, S. C. Both stations seek the frequency 630 kc.

Wichita Broadcasting Co. Inc. (B4-P-3747); Air Capital Broadcasting Co. Inc. (B4-P-3769); Witchita Beacon Broadcasting Co. (B4-P-3963); Adelaide Lillian Carrell; KAIR Broadcasting Co. Inc.; KTOP Inc. (B4-P-3727); Emporia Broadcasting Co. Inc. (KTSW) (B4-P-3457). The first five applications request new stations at Wichita, Kans., on 1490 kc; Station KTSW requests a change of frequency from 1400 to 1490 kc; KTOP Inc., requests 1400 kc. continugent upon a grant of the application of KTSW from 1400 to 1490 kc.

Two Microphones Are Used to Pick Up Truman's Speech on Universal Training

FOR THE FIRST TIME only two mirophones were used in the House Chamber to pick up a four-network Presidential broadcast last Tuesday when President Truman urged a joint session of Congress to adopt universal training legislation. On the rostrum in front of the President were four microphones—one for the public address system, one for the movie newsreels and the other two for radio.

No call letters were permitted on the microphones, although American, CBS, Mutual and NBC each was permitted to place a stand microphone with call letters attached in the center aisle of the floor to pick up applause. CBS and NBC engineers handled the assignment for all networks and stations which aired the Presidential broadcast.

When the President was to speak Saturday at Central Park, New York, five microphones were to be used—two for broadcast, one for newsreels and two for the public address system.

A new public address microphone is to be installed in the House Chamber following last Tuesday's talk. At the beginning there was considerable feedback, some of which was picked up in the broadcasts and newsreels. Heretofore a battery of microphones has been in front of the President when he spoke on Congress, two for each network as well as individual microphones for the various newsreel services.

First call letters were taken from the mikes, then the number reduced to the minimum. On all presidential broadcasts in the future only two microphones will be used for radio, according to J. Leonard Reinsch, radio adviser to President Truman and managing director of the Cox stations, WIOD WSB WHIO. Mr. Reinsch developed the two-microphone technique for the White House before the late President Roosevelt's death.

COMMERCIAL RADIO IS SEEN FOR JAPAN

A COMMERCIAL network in competition with the government-controlled Radio Tokyo will be permitted in Japan, according to a copyrighted article in the *New York Herald-Tribune* last week. Allied authorities have planned the move with a view to stimulating private enterprise in radio, providing 'that commercial interests must not create a monopoly of stations or programs," Frank Kelley wrote in the *Tribune*.

The Japanese government is sponsoring the project through its Board of Communications, said the article. According to the report, financial backers and stockholders would be 24 radio and electronics manufacturers, five magazines, three theatrical and motion picture companies, two phonograph record companies and eight leading department stores.

Equipment is hoped to be imported from the U. S., Mr. Kelley said, with two ten kw transmitters for shortwave programs within Japan and long wave transmitters of the same power at Tokyo, Nagoya, Fukuoka and Saporo. He added they hope to carry FM and television programs also in the future.

Mr. Kelley said that network backers have expressed a desire either to import American receivers or to obtain copyrights for their manufacture in Japan. Experimental television is planned this year with Allied permission, according to the article.

CKTS Licensed

CKTS is call for new station at Sherbrooke, Que. Station has been licensed to the Telegram Printing & Pub. Co. and will operate with 250 w on 1240 kc. Station will be housed in same location as CHLT Sherbrooke, a French-language station, and will use one of the CHLT antenna towers.

HOLLISTER
CRYSTALS
QUARTZ OSCILLATORS SINCE 1927
HOLLISTER CRYSTAL CO.
Boulder, Colorado

THE VOICE OF MISSISSIPPI
WJDX
5 000 D
1,000 N
JACKSON
N. B. C.
Bright Outlook for THIS Income
Mississippi's cash is clinking in the coffers—and getting louder and louder—as alert advertisers are aware. With a cash income in 1944, 125 per cent over that of 1939, 28 per cent over 1942, and 10 per cent over 1943—Mississippi is a ready market for what you have to sell.
WJDX—the DOMINANT "Voice of Mississippi" effectively, efficiently covers this growing, improving market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

24 years of profitable peach fuzz
Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!
CBS
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

WSYR

SYRACUSE, N. Y.

570 KC • 5000 W

Associated with

WTRY WELI WKNE

Representatives:

PAUL H. RAYMER CO.

57.7%

of all Iowa families "Listen Most" (night) to

WHO

(55.6%, daytime)

Write for complete facts!

50,000 Watts · Des Moines

Free & Peters, Representatives

WCKY

the **50,000** *watt voice of Cincinnati*

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

64 FM

(*Continued from page 15*)

coverage of stations outside of New York would be increased, it stated, was not borne out by the data.

One the basis of all the data, there would be little difference between the two proposals in average coverage of stations in the area. However, the Commission noted, "the CBS proposal does have some advantages over the Commission proposal so far as interference within the 1000 uv/m contour is concerned. Under the CBS proposal, there are only three instances where interference will occur within the 1000 uv/m contour whereas under the Commission's proposal there are nine such instances."

In adopting the CBS proposal for Area I, the Commission pointed out that the plan will not be followed "in any hard and fast manner" but will be used as a guide to the overall pattern to be adopted in licensing FM stations in this region. The channels available for assignment in the various cities in Area I, as proposed under the CBS plan, are identical to those shown in a comparison of the CBS and FCC plans in the Oct. 22 issue of BROADCASTING.

The Commission's action on new stations virtually amounted to a notification to 64 applicants that each will be assigned an FM frequency. It enables them to proceed with plans for studios, programming, and production but does not permit applicants to place orders for transmitters or antennas until channel assignments, power, and area coverage have been determined.

Frequencies May Be Delayed

In view of the further processing required, it appeared doubtful that more than a few of the applicants will be given specific frequencies before the end of the year. The Commission pointed out that each application now has to be examined for engineering data and a period of 90 days given for filing supplementary information, where required.

The procedure to be adopted with respect to the conditional grants, it was learned, will be substantially as follows:

1. Each grantee will be advised that his qualifications as a licensee meet FCC requirements, that a channel will be made available to him, and that complete engineering plans, if not already submitted, are desired.

2. The Commission will then examine each application, check on engineering plans, area to be served, antenna to be installed, transmitter location, etc.

3. A 90-day period will be granted to file additional data required.

4. A construction permit will be issued, including channel assigned, power, and coverage area, with standard for antenna height fixed at 500 feet for 20 kw power.

Under the rules and regulations adopted for FM, a construction permit calls for commencement of construction within 60 days of issuance and a maximum of six months thereafter for completion of construction and beginning of operations. Stations will then be permitted to conduct equipment tests for a period up to three months but licenses will be issued before proof of performance is issued, in which case proof must be submitted within a year of the issuance of the license. This requirement will not apply to community stations.

All but 10 of the 64 grants were made to existing standard stations. Of the total, 55 are for metropolitan, seven are for "metropolitan, possibly rural," and two are for community stations. Largest number of grants was for North Carolina with 10. Second largest was Texas with seven.

In announcing its action, the Commission pointed out that channels remain available for additional stations in each of the communities in which grants were made. This bears out earlier indications that first actions would be taken where the supply of frequencies is sufficient to take care of applications.

RCA Puts New Sets on Display; Manufacturers Assail OPA

WITH several major manufacturers charging that Office of Price Administration controls are throwing 180,000 employes in the parts and set manufacturing industry into idleness, RCA Victor last Thursday displayed nine new table models in Chicago, while two other manufacturers canceled conventions which had been called to present new models.

At a special demonstration at the Lake Shore Athletic Club Thursday, H. A. Renholm, regional RCA Victor manager, said the first table models had come off assembly lines at firm's Bloomington, Ind., plant and initial shipments were expected to begin this week. Consoles will follow in November, he added. A week earlier RCA Victor headquarters in Camden, N. J. told BROADCASTING the firm was unable to quote prices to dealers, distributors and consumers because definite costs of components were not available [BROADCASTING, Oct. 22].

Meanwhile Rep. Hartley (R-N. J.) introduced on Thursday a bill to curtail reconversion pricing powers of OPA.

OPA Denounced

These developments came to light last week as the House Select Committee to Investigate Executive Agencies issued a denunciation of OPA in a report charging "the policy of adherence to rigid formulas has retarded reconversion, prevented production, especially of low-priced commodities, has restricted opportunity for full employment and has at least in some instances actually caused prices of cost-of-living commodities to rise."

Chicago radio manufacturers added to their charges against OPA for limiting ceiling prices the responsibility of throwing "thousands" of employes out of work.

R. C. Cosgrove, president, Radio Mfgrs. Assn., and vice-president and general sales manager of Avia-tion Corp. (including Crosley Corp., Cincinnati), estimated that 180,000 employes in the radio industry would remain idle until OPA can offer adjustment on price ceilings for parts and sets.

"We at Crosley should have produced 40,000 sets last month," said Mr. Cosgrove. "We produced none. We should have 5,000 people at work. We have 500."

A. S. Wells, chairman of the RMA Reconversion Committee and board chairman of Wells-Gardner Co., Chicago, asserted that OPA is attempting to put "five gallons of water into a gallon and it won't work". His company is operating with only a skeleton staff, instead of 1,800 normally employed.

Comdr. E. F. McDonald Jr., president of the Zenith Radio Corp., reported 100 persons working instead of a normal 5,000.

Frank A. Hiter, executive vice-president of Stewart-Warner Corp., reported no production. Richard Garver, vice-president of Admiral Corp., and S. Freshman, general sales manager of Belmont Radio Corp., Chicago, expressed similar views, although Mr. Freshman said Belmont hopes to get into production shortly. Parts manufacturers declined to comment but one said that OPA ceilings are "killing the industry".

Meanwhile both the parts and sets manufacturers were awaiting OPA regulations which were promised some weeks ago. Even if ceilings announced Oct. 11 [BROADCASTING, Oct. 15] were sufficient, manufacturers declared they cannot go ahead until the OPA issues regulations. When OPA announced increase factors Oct. 11, the announcement said regulations would follow immediately. At OPA late last week, however, officials stated that the regulations hadn't been "cleared" and that it may be another 30 days before they're out.

In face of new developments, Galvin Mfg. Corp., Chicago, plans to cancel its 1946 convention, according to Victor Ervine, advertising manager. A "mail" convention will be conducted with distributors receiving illustrations and copy on "pilot" runs of 1946 models. Galvin had planned to display the models at its convention.

Zenith postponed its convention

to "sometime" in December, contingent upon some production by then. If, however, parts manufacturers are unable to supply equipment, Zenith's 1946 meeting probably will be callled off, officials said, since there'll be no models to show.

Committee Report

In its report, which was unanimous, the House Select Committee, of which Rep. Howard W. Smith (D-Va.) is chairman, said "the policies being pursued by the OPA compels it to conclude that *important revisions* of these policies *must take place* if orderly and speedy transition of industry from its war-geared status to the resumption of full peacetime production is to be achieved."

Legitimate radio manufacturers in prewar days produced table models to sell at retail prices of $19.50 to $24.95, the report continued, charging that "OPA denied increases to enable domestic manufacture of such radios but approved an in-line price of $44.95 for radios of the same class which, it appears, were assembled in Cuba."

The committee recommended that Price Administrator Chester Bowles formulate and immediately place into effect a policy which will permit commodities to be priced by their producers at levels which in the light of accepted standards of accounting will reflect current costs of production plus a normal prewar margin of profit. The committee also urged that except where monopolistic control of supply exists, price control be suspended.

"Industry has complained so unanimously and bitterly of the effects" of the Maximum Price Regulation "on the reconversion program and on the effort to produce low-cost goods, that your Committee is apprehensive that this policy is a definite deterrent to the all-important program of reconversion," the report concluded. It was signed by Chairman Smith and Reps. Delaney (D-N. Y.), Peterson (D-Ga.), Voorhis (D-Cal.), Hartley (R-N. J.), Jennings (R-Tenn.) and Hoffman (R-Mich.).

In a letter to Chairman Smith Thursday, Chester Bowles, OPA administrator, charged that the committee's recommendations would, if carried out, "bring about the rapid and disastrous collapse of price control". He charged that the findings were based on testimony of retailers and a few minor manufacturers and did not cover the overall reconversion problem.

Questionnaires

UNCHANGED from last year's forms, questionnaires on employes' compensation were mailed last week to all stations and networks by FCC. Information sought includes number of employes by classes and amount of compensation for each typical work week of Oct. 15. Contemplated changes to show regular time and overtime [BROADCASTING, Oct. 15] were not made. Questionnaires must be returned by Nov. 15.

Proposed FCC Decision Denies Renewal of License to WORL

CHARGING concealment of ownership and filing of false information regarding acquisition and transfer of stock, the FCC last week adopted a proposed decision denying renewal of license to WORL Boston, owned by former Federal Radio Commissioner Harold A. Lafount and Sanford H. and George Cohen, counsel for the Arde Bulova interests.

A period of 20 days is given the station to file protest and request oral argument to present evidence to show why the decision should not be final.

In a 16-page decision on the case, on which hearings were held in 1944 on the qualifications of the applicant to continue operation of the station, the Commission found that 700 shares or 70% of the class B voting stock in the facility was assigned and delivered to Mr. Lafount in 1937, of which 300 shares were for the Cohen brothers but were held in the name of Robert C. Nordblom, a former stockholder in the station. The transfer of these 300 shares was not reported to the Commission until six years later, according to the decision.

Transfer in 1943

Later the Cohens acquired title to the remaining 300 shares in the station but withheld the information from the Commission for several years. Mr. Lafount testified that he had caused the first 300 shares to be reissued in Nordblom's name until he could determine how the Cohens wanted it divided among them. Shortly afterward, it was brought out, Mr. Lafount was advised that Mr. Nordblom was dissatisfied with the transaction and the Cohens thereupon decided they would not take the stock in their names until the matter was settled.

Not until the fall of 1943, when all claims had finally been disposed of, did the Cohens permit the transfer of the shares to be made on the books in their name, they testified.

The owners of the station contended that neither the acquisition of stock by them nor their activities in the management and control of the station constituted a transfer of control within the meaning of Section 310(b) of the Communications Act. They argued that "control" exists only when more than 50% of the outstanding voting stock is acquired by any one individual and that the purchase of the 700 shares in 1937 were two separate and distinct transactions.

Regarding this contention, the Commission held that control "is not limited to the ownership of a majority of the voting stock of a corporate licensee. It also includes physical operation and control of a station, its facilities and policies. . . . Such control has been exercised by Lafount and the Cohens ever since their purchase in March, 1937, without the consent of the Commission, in violation of Sections 301 and 310(b) of the Communications Act of 1934, as amended. The experience of the applicant's principals in radio stations indicates they knew or should have known the import of these sections."

No Regard for Rules

The Commission declared that the applicant not only failed to apply for consent to the transfer of control resulting from the change in ownership of the 700 shares of voting stock in 1937 but also concealed the majority transfer of the class B voting stock, "and reported their other acquisitions in such manner and at such times as suited their particular purposes and conveniences without regard to rules and regulations of the Commission."

The decision stated that in 17 reports and applications filed subsequent to 1937 the principals knowingly misrepresented the owner of the 300 shares to be Mr. Nordblom; that two transactions in 1938 involving transfer of 200 shares of stock to Arde Bulova and the transfer of this stock to Sanford Cohen were not reported; that false reports were made to show that the applicant was financially qualified to pay for improvements requested in station facilities, a statement showing cash in bank as $25,000 when actually the

(*Continued on page 86*)

BOND

(*Continued from page 18*)

and Buy a Dream", was written by S-Sgt. Walter Meyer, AUS, assigned to Special Services at Keesler Field, Mississippi. It also is in the *Music for Millions* as well as *Sing for Victory* programs. Sgt. Meyer at one time was an announcer.

Special Bond trains will be sent on tours during the campaign, providing interview and special event programming for stations. Trains will carry two or three flat cars with latest U. S. war equipment as well as captured stuff, a baggage car and at least one pullman. Radar, rockets and other devices never before shown to the public will be exhibited.

Army Ground Forces will have two trains, Navy one and Marines one under present plans. They will tour 40 States and 500 cities as far west as Helena, Mont., and Denver. Unusually heavy rail congestion prevents West Coast exhibits. Plans call for President Truman to issue dispatcher's orders setting trains in motion Nov. 5. They will leave from Washington, New York, Baltimore, Richmond and St. Louis. Army Service Forces may have a sixth train.

Memo
To: Time Buyer
From Acct Exec
You surely rang the bell when you selected KROD to carry our clients message in the El Paso Southwest. They are getting results — and How!
Joe
CBS KROD
600 KC
EL PASO, TEXAS

First on New York's Dial...570
wmca
America's Leading Independent Station

AP
WKZO, Kalamazoo, Michigan
. . . have heard nothing but complimentary remarks about AP from our Program Department. That's outstanding these days.
John E. Fetzer
President and General Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
American Broadcasting Co.
Represented by John BLAIR & CO.

WHEN YOUR PLANS CALL FOR SPOTS

CALL FOR A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Census

(*Continued from page 18*)

terfere, however, with Bureau efforts to obtain time through its own force and through county farm agents. For the most part the stations used were located in rural areas or were known to have extensive farm followings.

This contact with farmers was especially necessary because many people had moved from farms because of military service or war work. The war also complicated the job of lining up enumerators and they in turn faced special problems in carrying out the first wartime enumeration.

Different Question

The 1945 set ownership data will be roughly comparable with similar farm radio ownership figures collected during the 1940 decennial census. The comparison will not reflect the true increase in set ownership, however, because a different question was asked.

In 1940 the enumerators asked each dwelling if there was a radio receiver in the dwelling. Thus, if there were three radio-equipped homes on a farm, the census data show three radio homes.

The 1945 figures, however, will show only the number of farms on which there is a radio set, rather than the number of farm homes. If there were three homes on a farm and all had radios, the 1945 data will show only one radio-equipped farm instead of three as under the 1940 set-up. Some exceptions to the 1945 rule were made in the case of certain tenant farm operations in the South.

No questions were asked by 1945 enumerators as to the type or number of receivers in the farm operator's dwelling. However, the data will show the number of homes in each county equipped with electricity. Where county data show more radio-equipped homes than homes with electricity, a simple subtraction will give a good estimate of the number of homes having battery sets.

Since farm set data will reveal radio ownership as of Jan. 1, 1945, they naturally will not reflect the rapid increase in receivers anticipated when manufacturers get into full production late this autumn.

The 1940 decennial census included figures on population, housing, agriculture, business, manufactures and mineral industries. The final count showed that 4,271,000 or 60% of farm homes reported radio ownership.

The over-all farm census figures will show for the first time what happens to a nation's agriculture during war. They will reveal what farmers could produce when demand for their products was at a peak and when they had available the least amount of labor. The whole project will cost between 13 and 14 million dollars.

First of the county figures coming out of the Census Bureau, advance reports No. 1, show the number of farms, size of farm, crops produced and selected classes of livestock. The flow of county reports is just getting under way. It will be supplemented in the middle of November by advance reports No. 2 covering facilities.

The No. 2 reports will provide radio ownership data for the 3,097 counties. In the case of both series the figures will be released as they are tabulated, and will bear no geographical relationship. Whenever all the counties for a state have been tabulated, totals will be released for that state.

Also in the No. 2 reports will be figures on electrification of farms. The electricity figures will include breakdowns on types of electric motors, telephone, mechanical refrigerators and washing machines.

In the 1945 farm census a farm is defined as having three or more acres; if less than three acres, farm production valued at $250 or more. The radio figures will not be broken down by size of farms.

Next year the Census Bureau will resume the business and manufactures enumerations which had been abandoned during the war. The business census will show the number of stores selling radio sets and their sales. Manufactures census will reveal production of radio receivers, tubes and parts.

Amateur Calls and Areas Are Modified To Prepare for Large License Issue

TO FACILITATE assignment of calls to expected thousands of new amateur broadcast stations, new plan announced by the FCC last week will increase call areas from nine to ten and will also reassign certain portions of present call areas. System is approved by American Radio Relay League, the "NAB" of amateur operators.

Not exceeding usual five symbols, the calls will continue to be composed of a numeral signifying call area, preceeded by letters signifying nationality and followed by letters to complete the distinctive individual call. Full use of the prefix K will be used in the continental U. S., rather than in outlying areas only, when it becomes suitable to do so upon lack of W combinations in an area.

Purpose of area reassignment is to prevent call areas from dividing within a particular state and to make various areas more nearly equal in amateur numbers.

Commission report stated: "It is fully appreciated that most of the amateurs who formerly held station licenses and who obtain new ones would prefer to be assigned their former call letters and, while the large number of amateur stations renders it imperative to assign calls systematically rather than on a request basis, nevertheless the Commission will continue its policy of assigning the same call to the station of the same amateur whenever appropriate."

The statement continued to explain that the "principle has applied not only to renewed and modified licenses, but to new ones following a period of inactivity. It is proposed to continue this principle so that if an amateur obtains a new license for his former location it will ordinarily include assignment of the former call without change.

The FCC statement said that during the war the operation of some 60,000 licensed amateur stations was discontinued and the station licenses lapsed. Licensing of amateur stations is expected to be resumed within the near future. ARRL forecasts increases of stations dwarfing prewar figures.

The 112-115.5 mc band was made available by the Commission for amateur operation by eligible operators on Aug. 21 for a period from that date to Nov. 15. Before the end of this provisional period further policy on amateur operation is to be announced.

New call areas as designated are: Area 1, New England (six states); Area 2, New York, New Jersey; Area 3, Pennsylvania, Delaware, Maryland, District of Columbia; Area 4, Virginia, North and South Carolina, Georgia, Florida, Alabama, Tennessee, Kentucky, Puerto Rico and Virgin Islands; Area 5, Mississippi, Louisiana, Arkansas, Oklahoma, Texas and New Mexico; Area 6, California, Hawaii and Pacific possessions except those in Area 7; Area 7, Oregon, Washington, Idaho, Montana, Wyoming, Arizona, Nevada, Utah, Alaska and adjacent islands; Area 8, Michigan, Ohio and West Virginia; Area 9, Wisconsin, Illinois and Indiana; Area 10 (o or zero) Colorado, Nebraska, North and South Dakota, Kansas, Minnesota, Iowa and Missouri.

WORL

(*Continued from page 85*)

balance was only $362.

Reviewing the record in the case, the Commission declared that the integrity of proceedings and the administrative process are involved in the issues. "It is of paramount importance," it held, "that the Commission be able to rely on representations made by applicants and licensees and their attorneys in carrying out its functions, whether such representations are made in formal applications or reports filed with it or in testimony produced before it. The Commission must require that such representations be worthy of reliance if it is to have confidence in its own proceedings."

Concluding that "the applicant cannot be entrusted with the responsibilities of a licensee," the Commission decided that renewal of the license of the station by the applicant corporation "would not serve public interest, convenience, or necessity and should be denied."

Petrillo

(Continued from page 16)

stations, probably will be to deprive FM set owners of any but recorded music. In that event, the FM situation would be comparable to that of television, which for some time has depended entirely upon recorded music following a Petrillo order to AFM members not to perform for video broadcasts.

Philip G. Loucks, general counsel of FMBI, regarded the musicians' demands as presenting "an overall industry problem of the first magnitude. The solution of this problem," he asserted, "constitutes the first real challenge to the efficacy of the joint committee created just last week by FMBI and NAB."

Decision of FMBI to coordinate FM activities through an autonomous FM department of NAB [BROADCASTING, Oct. 22] could not have been more timely. The machinery for dealing with overall industry problems by a single group had just been set up when what may be one of its biggest problems developed. Any earlier doubts of the advisability of the merger apparently were resolved by AFM's action.

NAB officials expressed belief that FM stations' programming will suffer because they do not command sufficient income to justify expenditure of large sums for musicians. The opportunity to broadcast performances of symphony orchestras and other high-calibre artists who perform for their sister AM stations, they noted, has given FM the chance to show listeners the benefits of high-fidelity operation. Unable to pay for costly live performances, FM will depend more and more on recorded music, they declared.

Industry spokesmen felt that the union's move—which came at a time when the FCC was working overtime to get FM grants issued and manufacturers were trying to speed production of FM receivers—would "seriously" retard the development and growth of FM.

Damm's Statement

FMBI President Damm's statement to BROADCASTING asserted:

"It is certain that the non-duplication edict of the musicians' union will seriously and materially retard the development of FM when it is realized that the majority of AM broadcasters who have gone into or are planning to go into FM are doing so with the view of offering the public a better broadcasting service and not to operate a second station as a separate commercial enterprise.

"Those who have no AM station and who are planning to go into FM would of necessity have to develop independent program service and would naturally use the best talent available, including musicians, and there probably will be some AM broadcasters who expect to operate FM separately and such broadcasters also would, without doubt, expect to use additional musicians and other talent to so program their FM operation.

"The edict would, however, place an unfair burden on those AM broadcasters who are planning one hundred percent duplicate operation in the public interest. They would be rendering only one program service and their AM operation would be no different than were they to operate AM boosters, as some stations are doing and others are contemplating doing.

"I cannot believe that those responsible for the edict have a clear picture of the FM situation as between AM broadcasters who plan to duplicate and who thus would receive no additional revenue, AM broadcasters who plan to run two separate and distinct services and those going into FM without any AM affiliation.

"It is true that the networks cannot charge the advertiser for FM because while FM added to AM will increase listening due to the greater acceptability of the interference-free service, this alone would not justify increasing the rates to the advertiser.

"Therefore, if networks are not to be allowed to duplicate their AM programs on FM they will have to start new networks in competition with their present networks and develop new talent in competition with the present talent and, as a result, be unable to bring the FM listeners the Jack Bennys, Charlie McCarthys, and Bob Hopes, etc. While at first thought many people will probably visualize this edict as a greater opportunity for the immediate formation of FM networks I believe that on second thought the picture will clarify and they will realize that if broadcasting is to progress and the public is to receive the great benefits of FM we cannot let the present AM service simply deteriorate and disappear while attempting to build competitive programs on FM.

"The experience of the past few years has shown the difficulty of developing outstanding talent in sufficient quantity to even fill the present need without thinking in terms of finding new talent for FM alone. Unless this matter is promptly cleared up it is my opinion that hundreds of present applicants will indefinitely defer going into FM and that FM as a whole will be drastically retarded."

Add Impetus

The edict was expected to add impetus to the efforts of industry to get legislative "protection" against AFM powers and also to bring prospective FM licensees, particularly newspapers, into the movement.

Several radio bills are expected to develop when Congress reconvenes following the Christmas recess. But it was thought that efforts might be made to revive a bill which already has a "legislative background"—such as the "Interlochen Bill" of Sen. Vandenberg (R-Mich.)—instead of starting over again with entirely new measures.

The Interlochen Bill (S-63), to prevent interference to broadcasts of cultural programs, was drawn following AFM's ban on broadcasts of the National Music Camp at Interlochen, Mich. It was passed by the Senate but was never reported out of the House Interstate & Foreign Commerce Committee.

Supporting this measure in a committee hearing on it and a companion bill (HR-1648) introduced by Rep. Dondero (R-Mich.), FCC Chairman Paul Porter testified last February [BROADCASTING, Feb. 26]:

"Under the American system of broadcasting, as you know, the Government is expressly forbidden to dictate to broadcasters what shall not be broadcast. This is in order to guarantee a free radio.

No Arbitrary Restrictions

"But more than this is necessary if radio is really to be free. We must make sure that no arbitrary restrictions are imposed by private groups concerning material which shall be broadcast . . . If an organization can prevent radio stations from broadcasting a concert by high school students, a precedent is established whereby broadcasts of speeches, forums, conventions, etc., will be prevented. Such a precedent should not be permitted to be established."

Mr. Porter in his committee appearance saw a second ill effect of the Interlochen ban—injury to small stations by preventing their using local talent and forcing them "either to broadcast network programs all day or to use records and transcriptions instead of developing their own individuality and contributing to the growth of the community."

Other legislation contemplated after Jan. 1 includes a measure planned by Rep. Clarence F. Lea (D-Cal.) which would, among other things, put curbs on AFM. Senator Wheeler (D-Mont.) plans to introduce legislation embodying FCC proposals. Rep. A. S. (Mike) Monroney (D-Okla.) is expected to ask the House Judiciary Committee to begin hearings on his bill (HR-2121), now pending before the committee, which would prohibit AFM's forcing on a station more musicians than are necessary, would prohibit its pulling a network musical show because some affiliate doesn't toe the mark, and would prohibit its forcing stations to hire musicians to turn platters.

West Coast Indignant

Reaction to the AFM edict on the West Coast was one of surprised indignation. Consensus was that it woud prove an immense monetary handicap to FM development. One station operator felt further clarification of the order was necessary. Another believed AFM would modify its demands.

Lewis Allen Weiss, vice-president

(Continued on page 88)

SIOUX US IF WE MAKE ANY STAND AT CUSTER (Ky.)!

You wantum heap big market for less wampum? You wantum keep scalp? Then stay out of Kentucky tall timber, make pow-wow instead with many, many rich palefaces in Louisville Trading Area! They not poor hill-billy. They buy plenty! Custer, Ky., fine place for make last stand before go broke, but WAVE say Louisville trading-post much better for sellum what you got. Much talk no good, you let us show! Have spoken.

LOUISVILLE'S WAVE

5000 WATTS . . 970 K.C. N.B.C.

FREE & PETERS, INC
National Representatives

SELL THE BOOMING HARD COAL REGION

WAZL

HAZELTON PENNSYLVANIA

NBC • Mutual

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

Where "Dun and Bradstreet" meet "Hooper and Crossley"!

CBS **WJNO**

"THE VOICE OF THE PALM BEACHES"

Made to Order

WAIR is the station, Winston-Salem the market—plus a mighty lot of territory within a generous area. No station has the "grip" on this station that we enjoy. Ego? Nope, facts! ! !

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

Specialized Programs
FOR A
LARGE GROUP OF
New Yorkers

NEW YORK'S
WLIB
1190 ON THE DIAL—CLEAR CHANNEL

HONOLULU
KGU
FOR FULL COVERAGE OF HAWAII
N. B. C. IN THE PACIFIC SINCE 1931
Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

Petrillo

(*Continued from page 87*)

and general manger of Don Lee Broadcasting System, Hollywood, operating KHJ-FM Los Angeles, only FM station in Southern California area, called the AFM action "unwarranted because of the change-over for FM to new frequency by Dec. 1. It is preposterous to pay 100 per cent penalty when there is probably no single FM receiver in the area capable of accepting programs. We do not intend to hire extra musicians for FM or television until progress in those media warrants such action."

Network notices to their affiliates went out late last week. Mr. Petrillo's original telegram had gone to the FM outlets of three major networks: those of WEAF, NBC's New York outlet; WABC and WBBM, New York and Chicago CBS stations, and WOR, WGN, and KHJ, New York, Chicago and Los Angeles stations of Mutual.

Notifying NBC affiliates that the AFM order left NBC no alternative but to discontinue the dual AM-FM transmission of musical programs, Easton C. Wooley, director of the stations department, said:

Prevents Progress

"The effect of Mr. Petrillo's order also is to prohibit the carrying out of our previously announced policy of permitting complete duplication by NBC affiliates of our AM network service on their FM transmitters. We regret exceedingly these restrictions impeding the progress of FM, the benefits of which we are anxious to make available to the public and the broadcasting stations serving the public."

Mark Woods, president of American, which does not operate any FM stations, in his message to affiliates said he would do his best "to attempt to have the situation clarified and if possible restored to normal so that there may be no additional burden of this type placed on the development and growth of FM as a medium of mass communication."

Reappraisal Needed

Paul Kesten, CBS executive vice-president, in his wire to CBS affiliates noted that "details of demands for double crew of musicians not yet clarified by union, but regardless of same feel compelled to advise you this move by musicians, unless withdrawn later, makes it necessary for us to reappraise our entire position FM broadcasting.

"As you know," Mr. Kesten's wire continued, "CBS has taken initiative in pointing out that if broadcasters were willing to assume double transmission costs during transition period from AM to FM, same could be accomplished only by sparing broadcasters double program costs, since each FM listener is subtracted from total AM audience. Recent FCC rules and regulations recognize fairness and advantages this position both from public and industry standpoints."

Mr. Kesten expressed belief that the AFM action will "seriously retard development of FM broadcasting. Unless listeners can receive by FM their favorite programs there will be little incentive for buying the new FM receivers and broadcasting cannot assume the impossible economic burden which would result from musicians' demands."

Carl Haverlin, Mutual vice-president in charge of station relations, in his wire to KHJ, WIP, WGN, WOR and Yankee Network simply quoted the AFM message and stated that "after midnight of October 28 it will be impossible for you to duplicate any Mutual musical programs on your AM and FM facilities."

A spokesman for WGN Chicago said that station would replace local and net musical shows on WGNB with recorded music. A WOR New York spokesman, however, said discontinuation of its dual AM-FM programs would not necessarily mean the use of a great number of recordings because, with only six hours of programming a day required, it would be possible to program WBAM, the FM station, without any music at all. But, the WOR spokesman said, no definite program policy has been set.

TRAMMELL POINTS TO DEVELOPMENTS

NILES TRAMMELL, president of NBC, in a speech before the Milwaukee Advertising Club Oct. 25 said that "broadcasting enters the postwar world with two extremely significant new developments before us. I refer to the commercial development and the introduction to public service on a nationwide basis, of frequency modulation and television."

"Ultimately there should be plenty of FM stations across the country to permit organization of several new national networks comprised of FM broadcasters," he said.

Turning to television, Mr. Trammell said that NBC has pioneered in it and is prepared to back its faith in television's future with investments of many more millions. "Television will be the biggest and most fascinating of America's new industries after the war," he said, and pointed out the increased employment and broad public service which it will offer.

Symphony Guests

PAUL PARAY, noted French conductor, will join Sir Adrian Boult and Igor Stravinsky as occasional guest conductors of the Boston Symphony Orchestra on American this season. Regular conductor is Dr. Serge Koussevitzky. Allis-Chalmers Mfg. Co., Milwaukee, is sponsor of broadcasts, and Compton Adv. Inc., New York, is agency.

BMB Adopts Plan Offered in Chicago

TO CHICAGO independent stations goes credit for the BMB measurement system now used, Hugh Feltis, BMB president, declared in Chicago Thursday.

At a news conference following a meeting with Chicago stations Mr. Feltis said that suggestions presented several months ago by WIND WJJD WGES WAIT WAAF WSBC and WHFC, led to abandonment of "primary, secondary and tertiary" as well as "circulation" as identifying terms of the measurement study. Their request that index figures and total audiences be measured by counties and that figures comparable to reports of other media (newspapers) be included in the measurement has been adopted, he said.

The Chicago stations insisted the survey should include a sample down to 1% of the population in metropolitan areas. Mr. Feltis promised to bring the request before the next meeting of the Technical Committee in New York in November. John Carey of WIND Chicago represented the seven Chicago stations in petitioning BMB for the additional breakdown.

Attending the conference with the BMB president were Leslie C. Johnson, WHBF Rock Island, NAB district director; Mel Brorby and Lowry H. Criets, BMB board members; Bob F. Elrich, BMB technical committee member; Margaret Wiley and Hilly Sanders, Chicago AAAA. Mr. Feltis was to confer today (Oct. 29) with station managers in Louisville.

WHN Changes

RECENT RESIGNATIONS at WHN New York include the following: Bill Shapard, senior staff announcer, who will take over special shows at WFAA Dallas; Ed Stokes, announcer, who has joined one of Coca Cola's *Spotlight Band* programs as announcer; Beatrice Strom, in charge of station's classical music programs *Music to Read by* and *Album of Song*; Sheldon Rothman, in charge of popular music programs, who left Oct. 26 to go into business for himself, and Lucille Sloane, assistant promotion director, who leaves Nov. 2 to do freelance promotion work.

Post Refuses Noble

RECENT publication of an account of the sale of WMCA New York and the subsequent congressional committee investigation in the *Saturday Evening Post* as the first of a biographical series on Thomas G. Corcoran written by Alva Johnston [BROADCASTING, Oct. 15], alleging that Mr. Corcoran as a friend of Edward J. Noble tried to block the investigation, has evoked from Mr. Noble's attorneys a demand that the *Post* publish the report of the Congressional Committee. The magazine has refused this request.

Novik

(Continued from page 10)

just can't forget that they have had six years of war.

BBC is just beginning to pull out of a six-year active war stretch. Most of the time it operated under fear of direct enemy attack. Its program schedule had been accelerated to meet war conditions. Balanced programming yardsticks were thrown out in order to meet the task of education, morale, propaganda and aid to Allied broadcasters. (Remember that BBC played a major role in setting up our AFN, aided our news men and technicians, instructed the European underground, stayed on the air during the blitz and technically outsmarted the Germans by never going off the air.) It's a wonder that they held up any standards.

I cannot agree with the point of view that BBC is imposing its program ideas on the people. No system can do that for a long while—even Hitler found that out. BBC itself may change. Britain has just gone through a major political change. The new government, with a sweeping mandate from the people, has its fingers close to the pulse of Britain. What the masses of people want will, I am sure, be done by the BBC.

On the Continent, too, the present radio operation may quite possibly not be representative of the true spirit of the people. Under Hitler all radio was controlled by the Reich, and most of its top-level personnel collaborated. When liberation came, the resistance tried to staff the stations. It was a difficult job. Today there is not enough equipment, certainly not enough trained personnel. The present management is waiting for general elections to determine major radio policies.

The old argument of privately owned but government regulated system (U. S. A.), or State chartered but non-commercial system (England), or State chartered with limited commercial system (Italy), or State-owned system (France), or United States Army controlled non-commercial system (Germany) is just not an issue.

We cannot judge European radio by our yardstick, just as we cannot judge them by the fact that traffic in England runs to the left instead of to the right. Free people will always find a way of expressing their feelings. Our Radio System is an expression of our free system. Its expansion and growth is symbolic of our enterprise and our vast resources. And no other broadcast system could have done as good a job in this country.

We should never think of the prewar Radio Luxembourg or Monte Carlo set-ups as an example of what European radio will be like. They were not normal expressions of the people. They were foreign to the countries in which they were located: high-powered factories designed to beam commercials at another country. They paid royalties or tokens for their franchises, but assumed none of the social or civic responsibilities. They operated in many instances on unassigned frequencies, on power completely out of line with the needs of their localities. They threw their signals anywhere, anytime. They picked the weak spots of a country's daily schedule and beamed popular programs to them. The best analogy I can think of is to say that they would compare to a 500 kw station on the Canadian border or the Mexican border or Bermuda, operated by a British, Mexican and American syndicate, beaming programs into the United States at times when the networks were broadcasting their leading public service programs. They had no Toscanini symphonies, no Town Halls, no Schools of the Air, none of the hundreds of regional and local programs of community interest. They just sold time and sold it to the highest bidder. They were (and would be called in our country) unfair competition, not serving in our concept of "the public interest." Try to compare such operations with our high standard of entertainment, education and public service.

Our trip has convinced all of us, I am sure, that in the days ahead radio will play a greater role in Europe and the world than ever before. More Americans will be in Europe than ever. General Eisenhower told us that our Army is an Army of Education, not Occupation; that American radio can do a lot to help.

Here's one man's opinion of some of the things we ought to do:

1. The networks should keep in Europe as virile a staff of newsmen as they had during the war. They should be there to tell the United States what sort of job our forces are doing, and how the people of Europe are solving their own problems.

2. We should keep Europe informed of our own reconversion job. And, most important, we should explain to Europe our way of life.

3. The radio industry should set up scholarships for European engineers and production men to come here and learn how we work.

4. Our technicians should be sent abroad to learn of their technical advances, particularly in recording machines.

5. We can probably learn a great deal from the British method of handling news.

I think everyone will join me in paying respect for the great job of education and information, to express admiration for the great job that is being done in Nice, for the work of the Red Cross and U.S.O. and—for how different it is from the last war.

IBEW IS PICKETING CINCINNATI STATION

WHETHER members of WLW Local of the International Brotherhood of Electrical Workers (AFL) and American Federation of Radio Artists would walk out in sympathy with 1,200 members of Local B-1060 IBEW, who last week went on strike at the Crosley Corp. manufacturing division, Cincinnati, was undetermined as BROADCASTING went to press.

Demanding a 40% wage increase, the IBEW local, largest of its kind in the country, walked out last Monday and immediately established picket lines around the five Crosley Corp. plants in Cincinnati as well as Crosley Square, home of WLW, in the downtown area. The strikers work on refrigerators and radios.

AFRA members employed at WLW expressed themselves as "dissatisfied" that they had to cross picket lines to get to work, although no action had been taken by that AFL affiliate late last week. Engineers, who are members of another IBEW local, continued to cross the picket lines. A spokesman said they had "no word from international headquarters to the contrary".

James McNamara, U. S. conciliator, has been assigned to attempt settlement of the strike.

American Changes

AMERICAN recently broadened its public relations division to facilitate a more smoothly running department. Robert E. Kintner, vice-president in charge of public relations, is directing the division, with Robert Saudek, formerly manager of sales service, executing affairs of the department.

WPB Exempts Sets

WPB last Thursday exempted radio receiving sets, phonographs and radio-phonograph combinations from inventory restrictions. The action is designed to enable producers, wholesalers and retailers to equalize distribution of scarce equipment, which was not manufactured during the war years. High cost of appliances was another factor contributing to the distribution difficulties, said WPB. Merchants are not likely to be able to accumulate excessive inventories, it added, because supplies are not yet plentiful.

Ethridge Abroad

MARK ETHRIDGE, head of WHAS Louisville and publisher of the Louisville *Courier-Journal* and *Times*, last week arrived in Sofia, Bulgaria as special observer for Secretary of State Byrnes. He told Bulgarian newsmen he planned to see many people and visit several parts of Bulgaria.

WKNE
KEENE, N. H.
1290 KC • 5000 W
Associated with
WSYR WTRY WELI
Representatives:
HEADLEY-REED CO.

Sell More in LOUISVILLE with
WINN
BASIC STATION
AMERICAN BROADCASTING COMPANY
HARRY McTIGUE General Manager

THERE'S ONLY 1 STATUE OF LIBERTY *but*
WHN REACHES 2 NEW YORKS!
(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)
WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—Loew's Affiliate

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

ACTIONS OF THE FCC

OCTOBER 18 TO OCTOBER 25

Decisions . . .

ADMINISTRATIVE BOARD ACTIONS
OCTOBER 22

WMT American Broadcasting Stations Inc., Cedar Rapids, Ia.—Granted CP install new trans.

KVWC Northwestern Broadcasting Co., Vernon, Tex.—Granted CP install new vertical ant. with FM ant. on top.

KPKW Western Radio Corp., Pasco, Wash.—Granted license to cover CP authorizing new station on 1340 kc, 250 w unl. Also granted authority to determine operating power by direct measurement. Licensee granted waiver Sec. 3.60 on condition that frequency checks by an external standard be submitted to FCC weekly and that approved frequency monitor will be installed as soon as such equip. is available.

KFGQ Boone Biblical College, Boone, Ia.—Granted authority to determine operating power by direct measurement of ant. power.

WHDH Matheson Radio Co. Inc., Boston—Same.

W3XUJ Radio Corp. of America, Princeton, N. J.—Granted extension of special temp. authority to operate on TV channels 17 and 18 (282-294 mc) with power of 5 kw (peak), A5 emission and special for FM for period beginning 10-23-45 and ending no later than 11-21-145 in order to conduct tests on TV equipment.

ACTIONS BY COMMISSION
OCTOBER 22

IN ACCORDANCE with previously stated policy of making grants of applications for new FM stations under certain circumstances, FCC announced conditional grants of 64 applications for new FM stations in 21 states. In each instance channels (either Metropolitan or Community) remain available for assignment of additional stations in the several communities for which conditional grants have been made. Table of conditional FM grants is on page 48.

OCTOBER 23
(Reported by FCC Oct. 25)

DESIGNATED for hearing total of 231 applications for (1) new standard broadcast stations in various communities in U. S. and (2) changes in assignments of existing stations. These consolidated groups involve total of 61 hearings according to related questions of objectionable interference. Applications are listed on page 81.

OCTOBER 24

KJBS William B. Dolph et al d/b KJBS Broadcasters, San Francisco—Adopted order granting petition for reconsideration and grant of application for CP install new trans. and increase power; ordered that application be removed from hearing docket and application for increase to 1 kw L-WTAM on 1100 kc be granted.

KVOO Southwestern Sales Corp., Tulsa, Okla.—Granted CP install new DA-N.

KORN The Nebraska Broadcasting Corp., Fremont, Neb.—Granted license renewal for period ending 2-1-47. Comr. Durr voted for further inquiry.

KPFA Peoples Forum of the Air, Helena, Mont.—Granted license renewal for period ending 8-1-46.

WHFM Stromberg-Carlson Co., Rochester, N. Y.—Granted license renewal for period ending 5-1-46, subject to changes in frequency which may result from proceedings in Docket 6651.

LICENSES for following stations were extended on temp. basis only, pending determination on applications for renewal, for period ending 1-1-46: KALE KDYL (and aux.) KFAC KFBB KFGQ KFH KFJZ (and aux.) KFOX KGB KGBX KGCU KGGM KGHF KGLO KGVO KHSL KID KIT KMO (and aux.) KOIL KOL KRGV KRIS KRNT KSCJ (and aux.) KSRO KTFI KUOA KVOR KWBR KYA KXYZ (and aux.) WADC WATR WBBR WDOD WDRC WDSU (and aux.) WEBC (and aux.) WEVD (and aux.) WFBC WFBM (and aux.) WFBR (and aux.) WFIN WHAZ WHBF (and aux.) WHBI WHBL WHIO WHKY WHLD WIBA WISH WJAS WJDK WJHP WKAT (and aux.) WKNE WKST WLOL WMRO WNAC (and aux.) WNBF WNBZ WNEL WOL (and aux.) WOOD (and aux.) WORK WORC WPDQ WRR (and aux.) WSAI (and syn. amp.) WSMB WSPR WTAQ WTCN WXYZ (and aux.) WTOC.

LICENSES for following stations were further extended on temp. basis only, pending determination on applications for renewal, for period ending 1-1-46 KOB KPMC KRLD KVOO WBAL (and aux.) WBT WDGY WFTC WINS (and aux.) WLIB (and aux.) WSKB WWVA.

WGBF Evansville on the Air Inc., Evansville, Ind.—Granted license renewal on temp. basis only for term 11-1-45 to 11-1-48, said temp. license to contain following clause: "This license is granted upon a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the Commission upon the pending application for renewal of license of Station WGBF. Nothing contained herein shall be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the express terms hereof."

WORL Broadcasting Service Organization Inc., Boston—Announced adoption of Proposed Decision (B 223 Docket 6626) to deny application for license renewal of main and aux. trans., to operate on 970 kc with 1 kw D (500 w for aux.).

OCTOBER 24
(Reported by FCC Oct. 25)

NEW-AM 1300 kc Raoul A. Cortez, San Antonio, Tex.—Granted CP new standard station, 1 kw D.

Tentative Calendar . . .

OCTOBER 29
(Oral Argument)

WKBW WGR Buffalo Broadcasting Corp., Buffalo, N. Y.—License renewals.

OCTOBER 31
(Further Hearing)

WCHS Charleston Broadcasting Co., Charleston, W. Va.—License renewal.

NOVEMBER 1

KOMO KJR Fisher's Blend Station Inc., Seattle, Wash.—License renewals.

NEW-AM George H. Thomas, James J. Davidson Jr. and Daniel H. Castille d/b New Iberia Broadcasting Co., New Iberia, La.—CP new standard station 1240 kc 250 w unl.

Applications . . .

OCTOBER 12
(Not previously reported)

NEW-FM 95.9 mc Lincoln Dellar, Sacramento, Cal.—CP new FM station. Channel 40. Applicant sole owner KXOA, 70% owner Valley Broadcasting Co., which is applicant for new station at Stockton, Cal. Est. cost $28,000. Legal counsel—Pierson & Ball, Washington. Eng. counsel—Ring & Clark, Washington (P.O. 1617 30th St.).

INCOMPLETE L. B. Duncan, Leila A. Duncan, Josephine K. Rawls, Effie H. Allen, Allen M. Woodall and Margaret Aird Pill d/b Valley Broadcasting Co., Columbus, Ga.—CP new FM station, 12,500 sq. mi. coverage. Incomplete. (P.O. 1028 Broadway).

OCTOBER 15
(Not previously reported)

NEW-FM The Western Connecticut Broadcasting Co., Stamford, Conn.—CP new FM station in 92-108 mc band, 3,933 sq. mi. coverage. Est. cost $20,850. Stockholders and officers: William F. Gillespie, pres., 5 sh (0.25%); Kingsley Gillespie, v-p and treas., 51%; Edna Gillespie, sec., 0.25%; Gillespie Bros. Inc., 48%; Elsie Gillespie, 0.25%; Eugene C. Blake, 0.25%. Gillespie Bros. Inc. is owner-publisher Stamford Advocate. E. C. Blake is pastor of Pasadena Presbyterian Church which owns KPPC. Programming to be 100% sustaining and 40% transcribed. Legal counsel—Frank D. Scott, Washington. Eng. counsel—George C. Davis, Washington (P.O. 446 Spruce St.).

NEW-FM Kanawha Valley Broadcasting Co., Charleston, W. Va.—CP new FM station. Est. cost $28,800. Assets $162,579.38. Stock: 250 sh common, $100 par, all issued and outstanding. Officers and stockholders: R. M. Venable, pres., 125 sh (50%); E. R. Custer, v-p and treas., 25%; W. H. Erwin Jr., sec.; Floyd E. Price, 25%. W. H. Erwin Jr. is part owner, sec.-treas. WCLS Inc. (WJOL). Proposed programming per month to be 301 hrs (58%) commercial and 30% transcribed. Legal counsel—Dempsey & Koplovitz, Washington. Eng. counsel—Gus Zaharis, Washington.

NEW-FM The Bethlehems' Globe Publishing Co., Bethlem, Pa.—CP new FM station. Stock: 1000 sh authorized, 500 sh common $100 par; 500 sh preferred now retired. All common issued and outstanding, 100 sh of which is treasury stock. Est. cost $65,700. Legal counsel—Pierson & Ball, Washington. Eng. counsel—Lohnes & Culver, Washington. Stockholders and officers: D. H. Brillhart, pres., 70 sh (17.5%); R. L. Adams, v-up and treas., 9.5%; H. B. Farquhar, dir.; George R. Brothers, v-p and dir. 12.5%; W. H. Edwards, dir.; Frank G. Hoch, sec. and ass't treas.; Elizabeth L. Brillhart, 7.5%; Evelyn W. Brothers, 12.5%; Pauline H. Adams (trustee) 9.25%; Pauline H. Adams, 12.5%; John S. Adams, 18.75%. Proposed programming to be 50% commercial and 50% transcribed. Arthur McCracken to be general manager. Bethlehems' Globe is filing application for AM station at Bethlehem (P.O. 202 W. 4th St.).

NEW-FM Huntington Broadcasting Corp., Huntington, W. Va.—CP new FM station. AM application pending. Stock: 750 sh, $100 par; 250 sh issued and outstanding. Officers and stockholders: F. J. Evans, pres., 124 sh (49.6%), is former sta. dir. WSAZ; Charlene E. Evans, v-p, 4%; W. J. Newton, sec-treas., 50%, local businessman. Proposed programming 37.8% transcribed. Est. cost $35,200. Legal counsel—Dow, Lohnes & Albertson, Washington. Eng. counsel—Lohnes & Culver, Washington. F. J. Evans to be gen. mgr. (P.O. 1811 Kite Ave.).

NEW-FM Peoples Broadcasting Co., Lancaster, Pa.—CP new FM stations. Applicant filing simultaneously AM application. See Actions of FCC, Oct. 9 listing, BROADCASTING, Oct. 22. Proposed programming 62% transcribed. Est. cost $75,800. Legal counsel—Dow, Lohnes & Albertson, Washington. Eng. counsel—Ronald H. Culver, Washington (P.O. R. D. #3).

NEW-FM Kingsley H. Murphy, Des Moines, Ia.—CP new FM station. Applicant is licensee KSO. Est. cost $50,500. Legal counsel—Pierson & Ball, Washington. Eng. counsel—Jansky & Bailey, Washington. Proposed programming to be 20% transcribed (P.O. 810 Roanoke Bldg., Minneapolis).

NEW-FM North Shore Broadcasting Co. Inc., Evanston, Ill.—CP new FM station. Stock: 150 sh no par value; 100 sh issued and outstanding. Officers and stockholders: Edward A. Wheeler, pres., 37 sh (34%); Leonard V. Dayton, v-p, treas. and ass't. sec., 65%; George H. Bunge, sec., 1%. Est. cost $16,675. Legal counsel—George C. Bunge. Eng. counsel—Commercial Radio Equipment Co. (P.O. 1045 Chestnut Ave., Wilmette, Ill.).

NEW-FM John A. Dyer, Vivian Christoph, Elizabeth M. Hinzman, A. Ringwald and William F. Moss d/b Radio Station WGES, Chicago—CP new FM station with coverage of 10,800 sq. mi. proposed programming per month to be 135 hrs, 75% commercial, 75% transcribed. Est. cost $42,100. Legal counsel—Andrew G. Haley, Washington. Eng. counsel—John Barron, Washington (P.O. 14 N. Western Ave.).

NEW-FM West Virginia Radio Corp., Morgantown, W. Va.—CP new FM station. Applicant is licensee WAJR. Proposed programming per month to be 216 hrs (45%) commercial and 25% transcribed. Est. cost $22,700. Legal counsel—Fisher & Wayland, Washington. Eng. counsel—Jansky & Baily (P.O. 60 Spruce St.).

NEW-FM Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeil d/b Radio Station WAIT, Chicago—CP new FM station with 10,800 sq. mi. coverage. Applicant license WAIT. Est. cost $42,100. Existing capital $117,257.63. Legal counsel—Andrew G. Hailey, Washington. Eng. counsel—John Barron, Washington (P.O. 360 N. Michigan Ave.).

OCTOBER 16
(Not previously reported)

NEW-AM 980 kc Ohio-Michigan Broadcasting Corp., Toledo, O.—CP new standard station, 5 kw DA-N unl. Stock: 15,000 sh common no par, 10,500 sh issued and outstanding. Stockholders and officers: Lynne C. Smeby, pres., 2334 sh (22%); Harold J. True, v-p, 22%; Nicholas I. Walinski, sec.-treas., 22%; Electric Auto-Lite Co., 33%. L. C. Smeby is radio construction and consulting engineer and at present is deputy director, operational research staff, Office of Signal Officer, Washington. H. J. True is ex-sta. mgr. WXYZ, now commentator WWJ. N. I. Walinski is attorney. Est. cost $138,770.64. Existing capital $38,037.74; Electric Auto-Lite will make available $150,000 upon CP grant. Proposed programming per month to be 382 hrs. (70%) commercial, 20% transcribed.

NEW-FM West Virginia Radio Corp., Pittsburgh—CP new FM station. Application license WAJR. Est. cost $80,700. Proposed programming per month to be 153 hrs. (30%) comercial, 80% transcribed. Legal counsel—Fisher & Wayland, Washington. Eng. counsel—Jansky & Bailly.

NEW-FM Carter Publications Inc., Fort Worth, Tex.—CP new FM station. Applicant license WBAP and also interested in KGKO. Programming to be 100% sustaining. Est. cost $91,000. Legal counsel-Segal, Smith & Hennessey, Washington. Eng. counsel—Ring & Clark, Washington (P.O. 400 W. 7th St.).

OCTOBER 17
(Not previously reported)

NEW-AM 1340 kc Garvice D. Kincaid, Lexington, Ky.—CP new standard station 250 w unl. Applicant is attorney. Est. cost $25,853.50. Existing capital $45,000. Proposed programming to be 25% commercial, 20% transcribed. Proposed staff to include Ted Grizzard, now at WHAS and ex-mgr. WLAP. Legal counsel—Pierson & Ball, Washington. Eng. counsel—Worthington Lent, Washington (P.O. Hermando Bldg.).

NEW-AM 1600 kc San Joaquin Broadcasters Inc., Modesto, Cal.—CP new standard station 250 w unl. Stock: 2,500 sh common, $10 par; 1,500 sh subscribed but not issued. Officers and stockholders: Howard E. Wittenberg, pres., 500 sh (33%); Beatrice H. Wittenberg, sec., 33%; Robert L. Weeks, v-p, 33%. R. L. Weeks is former engineer KFBK. H. E. Wittenberg is attorney. Est. cost $12,800. Existing capital $15,000. proposed programming per month to be 178 hrs (35%) commercial, 15-20% transcribed (P.O. Room 25 Black Bldg.).

OCTOBER 18

AMENDED The Eastern Shore Broadcasting Co., Preston, Md.—CP new standard station, 960 kc, 250 w D, amended to change power to 500 w, hours opera-

"The Tone of tomorrow"

The BARON-TONE ORCHESTRAL CONVERSION UNIT

A Sensational New Tone Cabinet For The Electric Organ

THE BARON-TONE ORCHESTRAL CONVERSION UNIT brings to the electric organ all the tones of a large pipe organ, with a MODERN ACCENT, and will broadcast and record as such.

IMMEDIATE DELIVERY

THE BARON-TONE CO.

1072 South La Cienega Blvd.
Los Angeles 35, Calif.
Crestview 1-0535

tion to unl., changes in trans. equip. and install DA-N.

NEW-FM Unitey Corp. Inc., Erie, Pa.—CP new FM station with coverage of 4,940 sq. mi. Applicant has previously filed for FM stations in Toledo, Lima, Springfield, Columbus and Mansfield, O. Officers: Edward Lamb, pres. and treas.; Stephen A. Mack, sec.; Prudence H. Lamb, v-p. Est. cost $19,350. Existing capital $111,562.56. Eng. counsel—A. Romeyn Bitter, Toledo.

AMENDED Atlantic Broadcasting Co., Savannah, Ga.—CP new standard station 1400 kc 250 w unl., amended re ant. changes.

AMENDED Durham Broadcasting Co., Durham, N. C.—CP new standard station 1340 kc 250 w unl., amended to change frequency to 730 kc, power to 500 w, hours operation to D, change type trans., ant. changes and specify trans. site.

AMENDED J. W. Birdwell, Nashville, Tenn.—CP new standard station 1240 kc 250 w unl., amended re changes in trans. equip.

AMENDED Larry Finley and Clinton D. McKinnon d/b Finley-McKinnon Broadcasting Co., San Diego, Cal.—CP new standard station 1170 kc 250 w unl., amended to change power to 5 kw, change type trans., install DA-DN and specify trans. site.

1190 kc KEX Westinghouse Radio Stations Inc., Portland, Ore.—CP increase 5 kw to 50 kw, install new trans. and DA-N and change studio and trans. sites.

710 kc KMPC, The Station of the Stars Inc., Los Angeles—CP new increase 10 kw to 50 kw, install new trans. and make changes in DA-DN.

NEW-AM 1450 kc Hugh Francis McKee, Portland, Ore.—Petition filed for reinstatement of application for CP new standard station 250 w ST-KBPS.

NEW-AM 1490 kc Luther E. Gibson, Vallejo, Cal.—Petition filed for reinstatement of application for CP new standard station 250 w unl.

KSFO The Associated Broadcasters Inc., San Francisco—Petition filed for reinstatement of application for CP change 560 kc to 740 kc, increase 1 kw N 5 kw D to 50 kw DN, install new trans. and DA-DN and change trans. site.

RECEIVED application for license renewals of following standard stations: KYA KVOA KRNT KTFI.

OCTOBER 19

NEW-FM 97.5 mc Cowles Broadcasting Co., Washington, D. C.—CP new FM station on Channel 48. Applicant operator WOL KRNT WHOM WCOP WNAX. Legal counsel—Segal, Smith & Hennessey, Washington. Eng. counsel—Worthington C. Lent, Washington (P. O. 1627 K St. N. W.).

AMENDED WTCN Minnesota Broadcasting Corp., Minneapolis—CP change 1280 kc to 710 kc, increase 1 kw N 5 kw D to 10 kw DN, install new trans., and DA-N and change trans. site, amended re change in trans. site and changes in DA-N.

AMENDED Herbert W. Brown and David A. Brown d/b Central Valley Radio, Lodi, Cal.— CP new standard station, 370 kc 250 w unl., amended re changes in trans. equip. and ant.

NEW-AM 680 kc Herman Radner, Dearborn, Mich.—Petition filed for reinstatement of application for CP new standard station 250 w D.

OCTOBER 22

AMENDED Guillermo Cortada, Ramon Cortada and George A. Mayoral, New York—CP new FM station with coverage of 8,600 sq. mi. on 99.9 mc, amended to change name of applicant to Supreme Broadcasting System Inc., change frequency to Channel 55 (98.9 mc) and coverage to 7,691 sq. mi., change type trans., ant. and trans. and studio sites.

AMENDED The Evening Star Broadcasting Co., Washington, D. C.—CP new FM station with 5,600 sq. mi. coverage at 47.1 mc, amended to change frequency to Channel 57 (99.3 mc), changes in trans. equip., ant. and trans. site.

AMENDED WLIB Inc., New York—CP new FM station on 45.1 mc with 1430 sq. mi. coverage, amended re change in trans. site and ant.

KOMA KOMA Inc., Oklahoma City—CP new increase 5 kw to 50 kw, install new trans. and DA-N and change trans. site (1520 kc).

LT. COL. JOHN S. HAYES, chief, American Forces Network, will be guest of honor at an informal press luncheon given today (Oct. 29) at the Hotel Astor, New York, by WOR New York, for whom Col. Hayes was assistant program manager in the prewar days.

Atlass Leaves Difference With IBEW to Arbitrator

NATIONAL AND LOCAL officials of the IBEW were told Wednesday, October 24, by Ralph Atlass, owner and manager of WIND Chicago, that any differences over an intrepretation of a union contract entered into last September should be settled by arbitration. Atlass said that both parties entered into the contract with "full understanding" of its terms and that the station would abide fully by such terms in its relations with IBEW employes.

It was reported that the union officials were asked by Eugene Cruzell, president of the IBEW Chicago local, to authorize a strike, but that so far national headquarters had declined authorization.

Chicago Banquet

The Radio Management Club of Chicago will observe National Radio Week, Nov. 4-10 with a banquet honoring the veterans of the Chicago radio industry, officers announced at the regular Wednesday luncheon.

Ruling Deferred

PENDING issuance of television engineering standards by the FCC, the Zoning Adjustment Board, District of Columbia, withheld decision on the application of Bamberger Broadcasting Services to build a 300-foot television tower in the nation's capital. Hearings started last August on petition filed by Harry S. Wender, Bamberger counsel.

Army Research

A CONTINUOUS program of electronic research for the Army was announced last week by Secretary of War Patterson. Through research carried out by the National Bureau of Standards, the objective is to develop the most effective weapons and counter weapons ever devised with the proximity fuse being first on the list for further research. Experience is slated to bring new tubes, generators and other items to the radio industry.

Agency Expands

TO ACCOMMODATE expanded operations, Lockwood-Shackelford Adv., Los Angeles agency, has taken additional offices and shifted its radio department to Hollywood Pantages Bldg., 6233 Hollywood Blvd. Telephone is Gladstone 6131. Lou Holzer has been named program manager, according to David R. Fenwick, radio director. Gene Norman, formerly KFWB Hollywood announcer-m.c., has been placed in charge of production. Catherine B. Nesburn, freelance radio writer, and Leona d'Ambry, formerly with Columbia Pictures Inc., are included in script department.

WOL, GE Commended

CONGRESSIONAL recognition was given last week on the House floor to the *Voice of Washington* newscast, sponsored at 8 a.m. and 11 p.m. daily except Sunday on WOL Washington by General Electric Co. Rep. Holmes (R-Mass.) whose bill to amend the Communications Act is pending in the Interstate & Foreign Commerce Committee, lauded both the WOL newscast and commercial copy. *Voice of Washington* is straight news reporting.

WGES Moves

WGES Chicago has moved to new quarters at 2708 W. Washington. New phone: Sacramento 1700.

Ford Spots

FORD MOTOR Co., Detroit, is sponsoring live spots on midwest and eastern stations in build-up campaign for new 1946 models. No station list has been made. Agency is Maxon Inc., Chicago.

Weiss Out of Army

GEORGE G. WEISS, president of Savannah Valley Broadcasting Co., has been released from the Army after nearly four years of service. He saw action in North Africa and Italy. Company is applicant for a new local AM station at Augusta, Ga.

Frequencies Restored

THREE shortwave frequencies, used during the war by Office of War Information, last week were returned to civilian status by the State Dept. The FCC immediately allocated them to Press Wireless for multiple-address transmissions to western part of the Far East from the West Coast.

CFBR Is Sold

CFBR Brockville, Ont., 100 w station, has been sold by J. C. Whitby to Jack Murray of Jack Murray Ltd., Toronto advertising agency and production firm, for a reported $35,000. Ross Wright of Jack Murray Ltd., recently discharged from the RCAF, and formerly of CFCO Chatham, Ont., is to be manager of the station.

Sylvania Changes

H. WARD ZIMMER and E. Finley Carter have been elected vice-presidents of Sylvania Electric Products, Inc., New York. Mr. Zimmer, formerly general manager of operations of the radio division, is in charge of the radio tube division, and Mr. Carter, formerly director of industrial relations, is in charge of industrial relations.

NARBA INVITATIONS READY THIS WEEK

INVITATIONS are expected to go out this week from the State Dept. to countries affected by the North American Regional Broadcasting Agreement (NARBA) for a conference in Washington in mid-January [CLOSED CIRCUIT, Oct. 22].

With NARBA expiring March 29, 1946, the Conference is expected to adopt an interim allocations plan pending a new treaty, Cuba has requested 14 additional frequencies, including some clear channels [BROADCASTING, Oct. 8]. The Bahamas also have entered some requests, which include protection for the 640-kc channel, now assigned to the Bahamas.

Invitations will be sent to Canada, Cuba, Haiti, Mexico, Dominican Republic, Newfoundland and the Bahamas. Date has tentatively been fixed as Jan. 15.

Meanwhile the State Dept. announced last week that the U. S. Government has accepted an invitation from the British Government to participate in a conference in Bermuda Nov. 19 to consider telecommunications questions outstanding between the U. S. and British Commonwealth.

Although still clothed in secrecy, it is understood that such matters as cable, radiotelegraph, radiotelephone and rates will be discussed.

KFMB
Sells
SAN DIEGO
. . . AND DOES IT RIGHT!
With the full, basic BLUE-ABC schedule . . . plus shows of local and civic interest, KFMB is the spark-plug of a great exclusive audience . . . 273,500 civilians reside in Metropolitan San Diego . . . within 15 miles of our antenna. You can only cover them properly if you cover them from within!! Let KFMB do it!!
KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.
JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

BMB Votes to Further Cooperation With Canadian Group at Joint Meeting

RESOLUTION pledging the continued efforts of the technical research committee of BMB toward furthering cooperation with the Canadian Bureau of Broadcast Measurement was adopted by the committee last Monday, following a meeting attended by representatives of BBM.

Committee reaffirmed the BMB minimum standard of 10% for published station audience data, but will recommend to the board that special confidential management reports be released to subscribing stations at the Bureau's discretion for counties and areas where the minimum standard is not attained.

A. N. Halverstadt, Procter & Gamble Co., chairman of the committee, appointed three subcommittees: on tabulating procedure, including Edward F. Evans, American; W. J. Main, Ruthrauff & Ryan; Mr. Halverstadt; on report forms, copy and restrictions, including H. M. Beville, NBC; Robert F. Elrick, Pepsodent Co.; Charles A. Pooler, Benton & Bowles; on statistical bases (U. S. radio ownership, sample reliability), including Frederick B. Manchee, BBDO; Barry T. Rumple, NAB; Frederic Berner, G. Washington Coffee Refining Co.

These subcommittees will make recommendations to the board committee on research for final action before the winter meeting of the full board in January. Technical research committee will have its next meeting Dec. 3.

Canadian representatives attending the meeting included: Horace Stovin, Horace Stovin & Co.; H. F. Chevrier, CBC; Walter Elliott, Elliott-Haynes Ltd. Other guests were: E. P. H. James and Richard Puff, Mutual; Harper Carraine and Elmo Wilson, CBS. BMB staff members present were President Hugh Feltis; John Churchill, director of research; Paul Peter, executive secretary; Richard Wyckoff, chief statistician.

Miss Kathryn Hardig
Ralph Jones Agency
Cincinnati, Ohio

Dear Kathryn:

Golly, I'm sorry I missed you when you were down here. I came into the station to start my nightly cleaning up job and they told me you'd just left. I was right put out, believe me! You see I've heard a lot about you . . . and I wanted to meet this combination of brains and beauty I'd heard the fellows talk about . . . ah, well, just so long as you enjoyed the visit, I won't kick too much about missing you. Hope they took care of you O.K. . . . heard the boss drove you around to see the plants that make this the Chemical Center of the world . . . one of them just brought out this new Cream - olet Rayon. Of course, our big local men's store Frankenbergers put it on sale right away and they're selling right out of it too. Well, that's just the first post war production from this neck of the woods . . . there'll be pleny more to follow up . . . no reconversion let down here, as you saw. Say, Kathryn . . . let me know ahead of time the next chance you get to pay us a visit, will you?

Yrs.,
Algy

WCHS

Charleston, W. Va.

BIDS ARE SOLICITED ON BMB SURVEY

MAILING, research and tabulation organizations are invited to submit bids for the forthcoming BMB nationwide radio audience survey. The first operation—mailing—to start in January, covers addressing, research and mailing of more than a million separate pieces to a nation-wide list that has already been compiled. The second function—editing and coding returned ballots—is scheduled for early spring and will be performed in close cooperation with the mailing office. The final function—tabulating—entails the handling of 5 million or more punch cards through processes involving most types of machinery in accordance with the specifications with BMB's tabulation manual.

Sonora Campaign

SONORA Radio & Television Co., Chicago, begins its first radio advertising about Nov. 5, shortly before deliveries of radios reach retailers' stores. Campaign consists of spots in 42 leading cities built around theme "Don't buy your new radio until you hear Sonora's clear as a bell tone." Spots vary from one to 18 weekly and will run approximately eight weeks on the following stations: WOKO WHKK WAKR WGST WSB WCBM WBAL WAPI WEEI WBZ WGR WBEN WBBM WIND WMAQ WGAR WTAM WSAI WCOL WBNS WRR KGKO WFAA KLZ KOA WHO KSO WJR KROD KYS KTRH KPRC WISH WIRE WFBM WIBC WDAE WGBS WJAX WMBR WHB WDAF WHAS KNX KECA KHJ WHBQ WREC WTMJ WEMP WCCO WTCN KSTP WAAT WSMB WHN WOR KOMA KBON KOIL WOW WCAU KYW WJAS WCAE KOV WEAN KGW KOIN KALE WMBG WRNL WRVA KFSD KGB KQW KSFO KPO KRFC KONO WOAI KOMO KEVR KIRO KMOX KXOK WSPO WTOP WOL. Agency is Weiss & Geller, Chicago.

Close Shave

WHEN recent CBS *Screen Guild Players* script called for sound of a man shaving, Harry Essman, sound effects man and a stark realist, decided easiest way to put it over was to grow a beard and shave in front of the mike. And that's the way it went over the air.

MAGNETOPHON NOW BEING TESTED IN U. S.

UNCERTAINTY surrounds the present situation on the German Magnetophon, about a dozen of which are now in this country. The Magnetophon is the tape recorder captured in Germany and found to be far superior in fidelity to any recorders in use in the U.S. [BROADCASTING, Sept. 3].

Further information on the status of the machines and what is to be done with them is being held up by the fact that although the machines are now in the hands of the Signal Corps, one of them being used by the Signal Intelligence and Security branch, all information on such equipment is now being handled by the captured enemy property branch of the Dept. of Commerce. And the branch is so new that records are not yet ready.

Symphony Concerts

WTNT Pittsburgh, FM affiliate of WWSW, is broadcasting its third season of concerts by the Pittsburgh Symphony Orchestra, Friday at 8:30 p.m. from Syria Mosque. Commentary is handled by 18-year-old Michael Marlow, WWSW staff announcer and U. of Pittsburgh student. As a high school freshman, he covered school sports for WHK Cleveland and during summer vacation in 1943 was newscaster and announcer of WMRN Marion, O., after which he worked as part-time announcer of WJW Cleveland during his junior year.

Farm Set Gain Seen

(*See story on page 18*)

RURAL Electrification Administration program, under which some 3,150,000 more farms would be provided electrical service, would put 5,500,000 new radios on American farms in the next five years according to a prediction made Oct. 25 by the Radio Manufacturers Assn. The prediction is based on REA plans, which require approval of Congress as well as appropriation of vast funds. The 1940 census showed 2,600,000 electrified farms in 1940, with 90% (2,340,000) having sets, according to RMA. Since many of the sets now in use may need replacement, RMA says the 3,150,000 farms with their new sets plus replacements will mean 5,500,000 new radios on farms in 1950.

'PORTIA' LEADS ALL DAY NET PROGRAMS

FAVORITE daytime network commercial program with radio listeners is *Portia Faces Life*, according to the October Daytime Report issued last week by C. E. Hooper Inc., which rated the program 8. Other leaders are: *When a Girl Marries*, 8.0; *Big Sister*, 7.8; *Breakfast in Hollywood* (Kellogg), 7.6; *Helen Trent*, 7.1; *Stella Dallas*, 7.1; *Our Gal Sunday*, 7.0; *Kate Smith Speaks*, 7.0; *Young Widder Brown*, 6.8; *Breakfast in Hollywood* (P & G), 6.7.

Average daytime sets-in-use at 17.1, an increase of 2.1 from September, and 2.3 more than October 1944. Average rating is 4.3, up 0.2 from the last report and the same as a year ago. Average daytime available audience is 70.8, down 0.2 from September and up 1.1 from October of last year.

Highest sponsor identification index, 77.8, went to *Breakfast in Hollywood* (Procter & Gamble). *Tom Mix* had the most listeners per set; *Grand Central Station* the most women per set; John W. Vandercook, the most men; *Terry and the Pirates*, the most children.

Truman Speaks Tuesday

PRESIDENT Truman will speak over all networks at 10 p.m. EST Tuesday (Oct. 30) on the Government's reconversion wage-price program, he announced last Thursday at a White House news conference. His talk is expected to take about 30 minutes.

Royall Nominated

BRIG. GEN. Kenneth C. Royall, member of the board and executive committee of WGBR Goldsboro, N. C., last week was nominated by President Truman to be Undersecretary of War to fill the vacancy created when Undersecretary Patterson became Secretary. Gen. Royall, member of Royall, Gosney & Smith, Goldsboro, law firm, took a leave of absence to go on active duty with the War Dept. Washington. His firm has been legal representative of WGBR since it was founded.

WTRY

TROY, NEW YORK

980 KC • 1000 W

ASSOCIATED WITH

WSYR WELI WKNE

Representatives:

PAUL H. RAYMER CO.

House 'Liberals' Lead Fight Against 'Un-American' Group

DECLARING action of the House Un-American Activities Committee in requesting scripts of certain radio commentators was, in itself, "Un-American", the so-called "liberals" in the House last week led a fight against the committee, using the radio incident as a basis for attacks.

When the smoke of battle had cleared, eight Congressmen and one Congresswoman had denounced the committee and called for "freedom of the air" and three Congressmen had defended the committee.

Charges of "Communist" and "native Fascist" were hurled back and forth as Speaker Rayburn (D-Tex.) attempted to keep order. Loud applause from a group on the floor and a large segment of the gallery greeted stinging remarks by Rep. Emanuel Celler (D-N.Y.) who recently introduced a bill that would make radio a public utility [BROADCASTING, Oct. 15].

"This Committee has gotten off to a false start by singling out for investigation, broadcasters who can be labeled liberal and ignoring those of ultra-reactionary caste," declared Rep. Celler. His assertion that "specific scripts" have been "supenaed" of Cecil Brown, Mutual; Johannes Steel and Sidney Walton, WHN New York; William S. Gailmor, WJZ; Raymond Swing, American; J. Raymond Walsh, WMCA New York, and Hans Jacob, WOV New York, brought from Rep. Thomas (R-N. J.), a committee member, a denial that any scripts had been subpenaed. He said they were "requested".

"Strangely enough, anti-laborites and reactionaries like Rupert Hughes and the vicious Upton Close and the unctuous and pontifical H. V. Kaltenborn and the caustic Bill Cunningham and others of their ilk apparently are not to be bothered," declared Rep. Celler.

Rep. Coffee (D-Wash.) took up the cudgel and declared that the National Assn. of Manufacturers controls the air waves. "The fact of the matter is that there is freedom of the air only to those who can pay for it," he asserted, "and who are willing and able to maintain their 'in' with the broadcasting systems at a terrific cost." He charged that sponsored commentators broadcast "propaganda" for the NAM in the guise of news and that "apparently harmless series of programs, designed for the entire family, are full of plugs for the NAM's interpretation of the news."

"I charge there are pitifully few really independent commentators left on our NAM-dominated American air waves," said Rep. Coffee.

Patterson Speaks

Rep. Patterson (D-Cal.), who wired the commentators whose scripts had been requested as well as several others [BROADCASTING, Oct. 22], offering his "support," told his colleagues that if the Un-American Committee could investigate radio scripts "it can also review the press and those scripts prepared by candidates of the Democratic and Republican parties."

Rep. DeLacy (D-Wash.) charged the "Rankin Committee is setting itself up as a Congressional radio-thought police."

Rep. Rankin (D-Miss.), ranking Majority member of the Committee, defended the staff's actions in requesting the scripts.

Rep. Marcantonio (D-N.Y.) declared that "America is in danger from those who would suppress freedom of thought and freedom of expression." Rep. Helen Gahagan Douglas (D-Cal.) said: "If a Congressional committee is allowed to dictate what a man may say by frightening and intimidating the sponsors of liberal radio commentators so as to cause their removal from the air ways, it, too, strikes at the very foundation of our democracy."

Meanwhile the radio division of the Independent Citizens Committee of the Arts, Sciences and Professions, of which Norman Corwin is division chairman, unanimously adopted a joint statement of 20 national and local educational, fraternal, civic, political and trade union organizations Oct. 24 to abolish the House Committee on Un-American Activities. According to the statement issued by the various organizations, the committee is aiming to establish Fascism in America through its drive against the freedom of the radio and film industries, and its threat against newspaper columnists.

for
CALIFORNIA
Regional coverage
it's
UNIVERSAL
••
For the San Francisco area
KSFO
••
For the Los Angeles area
KPAS
••
For Information write
UNIVERSAL BROADCASTING CO.
6757 Hollywood Blvd.
Hollywood
1 Nob Hill Circle
San Francisco

AT OPENING of demonstration of intra-store television at Gimbel's, Philadelphia, are (l to r) Bernard Gimbel, president, Gimbel's Inc.; Frank M. Folsom, executive v-p in charge of RCA Victor division; Arthur C. Kaufmann, executive head of Gimbel's, Philadelphia. In background is theme piece of five TV window displays.

Gimbel's and RCA Undertake TV Test

FIRST store-wide television station was opened Oct. 23 by Gimbel's Department Store, Philadelphia, in cooperation with RCA-Victor, Camden, for a preliminary merchandising test.

More than $175,000 was spent by Gimbel's and RCA for the three-week demonstration, which was designed to prove television's value as an informative medium for shoppers. Preview demonstration offers a series of six 10-minute skits plugging different departments of the store. Many articles not displayed on counters are being demonstrated by video to test its effectiveness in arousing interest.

RCA engineers supervised construction of a complete studio and control facilities in the store auditorium. Television stage measures 50 by 60 feet. With auditorium accommodating 500 persons, and 20 telesites set up throughout the store, approximately 1,000 persons can see television in production or on receivers every half-hour under present plan. Three of the 20 receiver screens measure 16 by 21 1/3 inches, and the rest are about seven by nine inches. Shows are produced under direction of Gerry Simpson of NBC's television staff, and Joe Jenkins, using professional models and actors.

Officials said the demonstration will serve as a test pattern for similar wide-scale video projects to be presented by RCA-Victor.

Dodge to Palmer Co.

FRED DODGE, in the program and sales departments of WKRC Cincinnati for three years, has resigned, effective Nov. 5 to become radio director of the Fred A. Palmer Co., Cincinnati advertising and radio consultant. Mr. Dodge's experience in radio includes program director of WBAL Baltimore, program director and assistant manager of WFIL Philadelphia, and association with N. W. Ayer & Son and Ward-Wheelock advertising agencies. The Palmer Co. was organized May 1, of this year.

DUNTON WILL HEAD GOVERNORS OF CBC

A. DAVIDSON DUNTON, Montreal, has been appointed first full time chairman of the board of governors of the Canadian Broadcasting Corp., it was announced Oct. 23 in the House of Commons, Ottawa, by Finance Minister J. L. Ilsley. Dunton, 33 years old, has been general manager of the government's Wartime Information Board, to which he was loaned by the *Montreal Standard* of which he was editor.

As fulltime chairman of the CBC he will receive $15,000 a year as recommended by the last Parliamentary Committee. He takes office Nov. 15, succeeds parttime chairman Howard B. Chase, grand chief engineer of the Brotherhood of Locomotive Engineers of Canada. He will be responsible with the board of governors to Revenue Minister J. J. McCann, and will be over general manager Dr. Augustin Frigon.

Dyke Makes News

COL. KEN R. DYKE, prewar promotion director of NBC, now chief of the Army's civil information and education section in Tokyo, made front pages last week when he cracked down on the Japanese press and radio for failing to do a conscientious news job.

farming is tops in WSAM'S triple market!

SAGINAW, MICHIGAN
BAY CITY, MICHIGAN
MIDLAND, MICHIGAN

The tri-city area dominated by WSAM, although rich and vital industrially, remains primarily agricultural. City-wise farmers who recognize a good thing when they hear it, keep their radios tuned to WSAM for up-to-the-minute news and entertainment: country-wise advertisers reach this responsible, responsive audience quickest with WSAM's coverage. WSAM SELLS Saginaw, Bay City, Midland, and all points between.

—Salesman Sam

NORTHEASTERN MICHIGAN'S ONLY NBC STATION
WSAM NBC
SAGINAW BROADCASTING COMPANY
610 Eddy Bldg. Saginaw, Michigan
NATIONAL REPRESENTATIVE—
HEADLEY-REED CO.

Somervell Praises War Developments Of Broadcasting in Report for Year

WARTIME developments of radio are given ample praise by Commanding General Brehon Somervell of the Army Service Forces in his report for the fiscal year 1945 to Undersecretary of War Patterson and Gen. Marshall.

Quoting the "brash and boastful" slogan of ASF, "The impossible we do at once . . . the miraculous takes a little longer," Gen. Somervell said . . . "Thanks to the magic eye of radar, able to penetrate night and fog, we had miracle number one." Another miracle, he said, was the "VT fuse".

"The Army communications network, with telephone and teletype, telegraph and radio tied together the cities of the world, linking all the continents and all our secret outposts in Greenland and on the Gold Coast and in the Chinese hinterland," he said. "This truly was a miracle of science and ingenuity and organization and the will-to-succeed."

The Signal Corps made full use of FM, Gen. Somervell reported, stating that the "early adoption of frequency modulation in vehicles, tanks, the walkie-talkie, the handy-talkie and for radio relay use not only increased the Army's communications facilities but advanced the art and utility of frequency modulation communications by many years."

Dim Lights No Bar To New Video Tube

RCA on Thursday unveiled its new video camera tube, the "RCA image orthicon," at a news demonstration in New York that showed the tube's ability to pick up and transmit scenes of dimly lit interiors and closeups lighted only by a single candle or match.

E. W. Engstrom, research director of RCA Labs., who explained the tube's highly complicated construction and operation, said it is 100 times as sensitive as the iconoscope pickup tubes presently used in video cameras. Meade Brunet, general manager, Engineering Products Division, RCA Victor, which will manufacture cameras containing the tubes, said these should be ready for delivery to video broadcasters in about six months.

Hailing the image orthicon as the "Aladdin's lamp of television," John F. Royal, NBC vice-president in charge of television, said the "new instrument, which is easily portable and suitable for use in every field of television, opens new vistas that challenge the imagination. It assures television of 24-hour coverage, in daylight, twilight or moonlight — in good weather and in bad."

OWI WILL EXPIRE OFFICIALLY OCT. 31

OFFICE OF WAR INFORMATION is scheduled to expire officially at the close of business Wednesday, Oct. 31, two months earlier than provided by President Truman's executive order of early September, according to Neil Dalton, acting director. Mr. Dalton will ask President Truman for release to accept appointment in the State Dept. Interim Foreign Economic & Liquidation Service, which was created last Monday.

Secretary Byrnes, in creating the foreign liquidation service, named Thomas B. McCabe as Special Assistant Secretary and Foreign Liquidation Commissioner. Mr. Dalton will become Mr. McCabe's assistant, remaining with the State Dept. about six months, then returning to Louisville, where he is on leave as assistant to the president of the *Courier-Journal* and *Times*.

Acrobat Video Approved

TELEVISION department of Ruthrauff & Ryan, Chicago, announced last week that the Acrobat Shoe Co. video show, *Amazing Adventures of Tumblin' Tim* has been approved by WBKB Chicago, and will be telecast at 3 p.m., Nov. 28. Fran Harris, R & R television director is conducting a talent search for a small boy to take the title role, with a girl for the part of Flyin' Flo. The juvenile program will be the first of its kind on WBKB.

WORK IS TEMPORARY AFRS COMMANDANT

LT.-COL. THOMAS H. A. LEWIS commandant of Armed Forces Radio Service, Los Angeles, has been relieved from active service [BROADCASTING Oct. 22]. Maj. Martin H. Work, AFRS executive officer, has been named commandant pending assignment of a regular Army officer who will carry on AFRS peacetime work. Col. Lewis was commissioned major in May 1942 and began foundation of AFRS in January 1943. His overseas duty included missions in Alaska and European theater. Under his supervision an international network of overseas Army and Navy radio stations has been established. Besides servicing these outlets with short-wave programs, de-commercialized broadcasts and specially-built programs AFRS has supplied transcriptions to Navy surface and undersea ships. Prior to being commissioned, Col. Lewis was Hollywood vice-president in charge of radio production for Young & Rubicam Inc., and vice-president of George Gallup Audience Research Inc. He will continue to serve as AFRS consultant, but future civilian plans were not announced.

Col. Lewis

Maj. Work, newly appointed commandant, was assigned chief of broadcast service section of AFRS in August 1943, after completing radio mission for North Africa and the Middle East. He became AFRS executive officer in May 1944. Prior to entering service, he was expert consultant for Secretary of War and at one time writer-producer of Tay Garnett Productions, Hollywood.

Auto Workers President Praises, Criticizes NAB

NEW NAB broadcasting standards adopted last summer brought praise last week from R. J. Thomas, president of the CIO United Auto Workers in a letter to President Justin Miller of the NAB. Mr. Thomas wrote that the standards allow wider freedom of speech, but he added four grounds for criticism based on protection of labor's air rights.

Criticism was based on fear the standards might strangle documentary programs if rigidly interpreted; provision banning unfair attacks on industries, professions or institutions does not mention labor unions; no clearcut statement covers right to reply to attacks nor is duty to provide adequate time for public service programs recognized clearly; standards fail to urge use of Negro and other minorities as radio actors and do not discourage perpetuation of libelous racial stereotypes.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

GEARED TO AM-FM EXPANSION
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS CO.
Commercial & Industrial Equipment
1031 No. Alvarado
Los Angeles 26, Calif.
Myron E. Kluge EXposition 1742

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

BUY
VICTORY
BONDS

YOU HAVE
"A DATE WITH MUSIC"
the sparkling new transcribed ¼ hour musical series

STARRING
PHIL BRITO
the voice with the 21 jewel movement
For costs and audition records write or wire
CHARLES MICHELSON
67 W. 44th St., N.Y.18. MU 2-3376-5168

NETS AND STATIONS COVERING NAVY DAY

FOUR MAJOR NETWORKS and most New York local stations gave complete coverage of Navy Day, Oct. 27, by carrying the address by President Harry S. Truman from Central Park, on-the-scene descriptions of the President's review of the fleet in the Hudson River, special pickups from the East and West coasts, description of the commissioning of the new Navy carrier Franklin Delano Roosevelt at the Brooklyn Navy Yard, and other special broadcasts.

Talks and guest appearances on programs of outstanding Navy officers and authorities were featured by networks and stations as a part of their observance.

Programs with tributes honoring the Navy were carried by individual stations. WNEW New York had Navy music on nearly all programs throughout Navy Day, and presented quarter-hour broadcast, *Famous First Facts About the Navy*. WNYC New York had an on-the-spot commentary of the President's review of the fleet by a staff member who was recently released from the Navy after serving two years on five carriers of the Pacific fleet, Harold Halpern.

WNBT, NBC video station, broadcast President Truman as he spoke from Central Park, and made films of ceremonies highlighting the day, which were presented that evening. CBS previously televised arrival of fleet and took pictures from a blimp of the arrival of the *Missouri*, but did no actual coverage of Navy Day proceedings.

IGNORING DEMANDS, BALDWIN DECLARES

(See letter on page 29)

FCC ACTION in granting 64 conditional FM licenses without hearings "ignores the demands of many individuals and organizations for great caution," C. B. Baldwin executive vice-chairman of the National Citizens Political Action Committee declared in a telegram sent Oct. 24 to Paul Porter, FCC chairman. "We are particularly alarmed," Mr. Baldwin said, "over the granting of licenses to companies affiliated with or controlled by newspapers, fearing that this monopoly in many communities of the media for disseminating public information and opinions is a grave threat to effective freedom of speech and press."

Wire followed by two weeks' issuance of an NCPAC report on broadcasting recommending congressional and commission action to safeguard the people's right to the air."

No comment from the commission was forthcoming on Mr. Baldwin's telegram. Chairman Porter was absent from his office, having left Wednesday for speaking engagements in Cleveland and Louisville.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultant
Frequency Monitoring
Commercial Radio Equip. Co.
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
★ ★ ★
1422 F St, N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

Garo W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING RADIO ENGINEERS
1108 16th Street N. W. Suite 405
Washington, D. C. NAtional 6982

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

EQUIPMENT ENGINEERING CO.
ENGINEERING & INSTALLATIONS OF
RADIO STATIONS
1438 MAIN STREET COLUMBIA, S.C.

KEAR & KENNEDY
Consulting Radio Engineers
Albee Building REpublic 1951
Washington, D. C.

UNIVERSAL RESEARCH LABORATORIES
Radio Engineering Consultants
DOUGLAS 5360 SAN FRANCISCO

Ernest J. Vogt
Consulting Radio Engineer
2053 Garfias Dr. Sycamore 7-8839
Pasadena, California

Advertising Deadline for
1946 YEARBOOK
December 1, 1945

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Continuity writer-experience. Good position with 1,000 watt midwest regional network station for copy writer who can produce salable commercial announcements. Good salary based on experience. Send sample scripts with first letter. Box 232, BROADCASTING.

Wanted—Commercial manager 250 watt station in excellent market with dual coast to coast network affiliation. Salary plus bonus. Box 249, BROADCASTING.

Wanted—First class radiotelephone operator for station going 5 kw soon. Some experience desirable, send references and qualifications in first letter. This is not a temporary position. Box 287, BROADCASTING.

Wanted—A woman (preferably) who through experience can handle commercial traffic and availabilities for large middlewestern station. Amiable surroundings in city noted for living at its best. Station has national reputation for its clean commercial policies. Send your complete background to Box 317, BROADCASTING.

Eastern territory for selling radio's top western and other syndicated transcribed libraries—nationally promoted and long established with station, agencies and advertisers. Salary, commission and necessary expenses. Complete details of your qualifications will be kept in strictest confidence. Write Box 318, BROADCASTING.

Chief engineer for progressive local station in east. Network affiliated and FM pending. State all first letter experience, education, salary desired. Want man for regular shift and maintenance. This is good spot for an ambitious person not afraid of work with top pay. Box 326, BROADCASTING.

Announcer wanted. Texas station. Tell all. Box 334, BROADCASTING.

Engineer first. Give history. Texas station. Box 335, BROADCASTING.

Chief engineer—Available Jan. for local New England station. Make first letter complete. Confidences respected. Box 337, BROADCASTING.

Announcer—ABC Virginia local needs good experienced announcer. Must be able to handle controls and do good selling announcing. Tell all first letter. Reply Box 355, BROADCASTING.

50,000 watt station wants at once experienced, organized western or hillbilly unit. Permanent job. Must contain extra good male vocal trio. Drifters not wanted. Proof of previous satisfactory performance required. Send complete description of available unit with picture and transcription, and price. Box 370, BROADCASTING.

Chief announcer wanted by western station in college town of 25,000. Must be capable of doing M.C. work in local theater, man-on-the-street programs and descriptive broadcasts. Write wage required, etc. to Box 373, BROADCASTING.

Network station in large Georgia city adding to its staff has opening for experienced announcer. Man with ad lib talents preferred. Excellent opportunity to join congenial staff of outstanding progressive station. No board or copy work. $50.00 per week. Box 374, BROADCASTING.

Wanted—Operators, announcers, engineer, script writer for new 250 w AM station in Rocky Mountain area. Besides ideal working conditions there is low cost of living, hunting, fishing. Please state name, citizenship, background and send snapshot if possible. Box 375, BROADCASTING.

Wanted—Two first class transmitter operators by new 250 watter in western Penna. State salary requirements and previous experience. Expansion program planned. WDAD, Indiana, Penna.

Wanted—Experienced radio bookkeeper. Preferably one now residing in or near California. Must have first class character and references. Give full details in first letter. Excellent opportunity with good salary. Write Mr. Paul L. Dodd, c/o KFMB, San Diego, Calif.

Help Wanted (Cont'd)

Announcer—Permanent position for man with well rounded experience commercials, news, control board. Good salary plus opportunity for talent fees. Send transcription, detailed experience and expected earnings to Clarence Garnes, WSAV, Savannah, Ga.

An unusually successful station is interested in securing a high type time salesman. A man fitted by disposition and character to help maintain this station's enviable reputation is desired. Written applications will be considered in order of receipt and completeness of information contained. No phone pitches, please. WTOL, Toledo.

Veteran preferred for combination operator-announcer newspaper operated 250 watt RCA equipped station. First class license wanted but lower will do. Salary open in line with living costs here. Single man would find less difficulty with housing problem. KRJF, Miles City, Montana.

Wanted—sales manager—Sales and supervisor, installation FM transmitter equipment, middlewest territory, headquarters Chicago. Excellent connection for engineer with proper background and personality. Full details by letter for interview. R. E. L. Equipment Sales, Inc., 612 N Michigan Ave., Chicago 11, Ill.

Sales engineer, first class license, AM & FM experience. Must have ability to sell and install or supervise complete broadcast station. Must be familiar with FCC regulations for filing C. P. applications. This is a new permanent position with excellent future. Box 384, BROADCASTING.

Copywriter—man or woman—by established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Include samples. Box 393, BROADCASTING.

Live wire New York State network station has opening for an experienced announcer. Excellent salary, plus talent opportunities. Send qualifications and audition transcription to Box 366, BROADCASTING.

Radio engineering assistant — Young man, preferably engineering graduate, for work with long established firm of radio consultants. Mathematical and practical broadcast experience desirable. Will train man with promising qualifications. Residents near Washington, D. C. preferred altho will consider all qualified applicants. Give experience and full details first letter. Box 395, BROADCASTING.

Situations Wanted

Discharged veteran—One year announcing experience. Specialize in news and sports. Can handle control-room and turntable. 21 years, married. Go anywere U. S. Box 312, BROADCASTING.

Navy veteran—Holder of first class radiotelephone license. Radio and electrical graduate of technical school. Twelve years in radio. Broadcasting, servicing, police radio, aircraft radio, marine radio. Prefer position in Washington, D. C. Box 313, Broadcasting.

Announcer Wanted

● Southern regional station. CBS affiliate. Address BOX 382, BROADCASTING.

Situations Wanted (Cont'd)

Former New York record jockey and master of ceremonies. Personality shows. No staff announcing. $100.00 per week, plus commercials. 11 years experience. A two hour show which is a natural. Box 323, BROADCASTING.

Experienced sports announcer available. Discharged veteran. College graduate. Worked big ten football and basketball games. Desire permanent position. Capable M. C. and excellent front man. Do staff announcing, have sales experience. Married. Write Box 325, BROADCASTING.

Announcer—Discharged veteran, 3 years experience, dependable, desires permanent position middlewest station. Presently employed, available immediately. Box 329, BROADCASTING.

Program director, six years experience administration with additional background news editing, writing, broadcasting; preparation commercial and sustaining copy; desires executive position east in AM, FM, Television or Educational Radio. Experience resume, audition on request. Available personal interview New York City. Box 344, BROADCASTING.

Engage a newscaster with voice and delivery pleasingly different from the hoi polloi. Actor-director-writer. Currently program director. WBTD, Admiralty Islands. Honorable Navy discharge. Available Dec. 1st. Write Box 341, BROADCASTING.

Staff announcer and newscaster just discharged from Army after serving overseas as station manager for AFRS station. Civilian experience: 2 years as announcer. Age 27, married, 2 children. Prefer position on west coast, but will travel. Box 345, BROADCASTING.

Topnotch script writer—Veteran, prolific, wrote over 500 network dramatic shows. Can direct, write continuity, news. Two years AFRS. Desire staff job radio, television, agency. Box 354, BROADCASTING.

Studio technician with first class license. Leaving major network to make room for returning service man. Available December 1. Box 356, BROADCASTING.

Experience saves! We handle every detail of that station, from the idea in your head thru "On the Air" procedures. Box 357, BROADCASTING.

Announcer—Single, 22. Two years experience Chicago station. Three years college. Highest references. Anxious to find permanent job. Address Box 358, BROADCASTING.

Ex Merchant Marine radio operator, 30 desires position preferably in broadcast station. Six years experience in point to point telephone and telegraph, coastal harbor telephone and telegraph and shipboard radio stations. First class telephone and telegraph licenses. References. Box 359, BROADCASTOING.

My asthma forces me to move to the sunny southwest. Anybody in that direction need a production or program director with thorough grounding in music and drama? Box 360, BROADCASTING.

Announcer wants opportunity in station producing, writing, developing programs. Experience, single, dependable. Best of references. Box 361, BROADCASTING.

All around staff announcer specializing in personality platter shows, newscasts and special events. Currently with NBC affiliate. Looking for permanent position with chance for advancement. Ambitious, sober, dependable. Available immediately. Box 363, BROADCASTING.

The SCHOOL of RADIO TECHNIQUE

NEW YORK ● CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

For Full Details, Request Booklet B.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Situations Wanted (Cont'd)

Station executive, now employed, desires managerial post. 6 years experience all phases of radio; extensive sales and entertainment production background; married, 33. Can efficiently and profitably assume complete responsibility. Prefer middlewest. Box 36[illegible] BROADCASTING.

Announcer — Experienced newscaster, Man-On-The-Street, record mail shows and remotes. Married, one child. Prefer large city. Box 365, BROADCASTING.

Young, experienced program director, producer interested in responsible position with progressive west coast organization. Widely travelled. College. Married. Ambitious to build permanent future. Box 368, BROADCASTING.

Ex-flying instructor desires announcing or selling position. Some training, fine voice and delivery. Hold restricted permit. Box 368, BROADCASTING.

Serviceman awaiting November discharge. Married, one child, holds first phone ticket, wants job in Florida. Experience at 250 watt station as announcer-engineer. Two years on Navy radio Radar. Robert S. Bower, ART 1/C USNR, c/o Roy K. Jordan, 2923 S. W. 27th Terr., Miami 33, Fla.

Available—Salesmen—sports announcer. Doing all play by play sports and regular sport shows. All shows sold. Have excellent sales record in one of country's toughest markets. Box 369, BROADCASTING.

Young woman. College graduate wants continuity writer job with small station. Has background experience and training in writing, control operation and direction. Will go anywhere. Box 371, BROADCASTING.

Station-sales manager able to produce under tough post war conditions. Naval officer awaiting December 1st release. Ten years radio, motion picture and advertising agency experience. Age 31, married. Willing to invest. Lt. Comdr. John Morgan, USNR, 2505 North Tripp Ave., Chicago, Illinois.

Continuity-production man just discharged. Interested in progressive radio station. 1½ years continuity director 1000 watt selling station, 2 years Army public relations programming, producing, supervising three hours varied programs weekly. Kent Saunders 436 S. Vine St., Kewanee, Ill.

AVAILABLE

Two Man Combination

Can handle all phases of radio production: programming, producing and directing.

PLUS bringing to your network or station an established comedy team.

PLUS M.C.'ing variety and musical shows.

PLUS experienced competent handling of man-on-street broadcasts.

PLUS bringing new ideas to audience participation shows.

PLUS directing, producing and acting in your dramatic presentations.

PLUS first hand covering of special events.

PLUS announcing of network calibre.

Both of these men have a complete educational background. Each has had 6 years experience in all of the above phases of radio having worked with key network stations and large metropolitan independents. They can develop your local programming into higher Hooper and Crosley Ratings. This team, having a theatrical, night club and U. S. Army show background is capable of making your station an integral part of the "in person" entertainment field of your listening radius. Available 2 weeks notice. Now employed. Prefer west coast or metropolitan area.

BOX 381
BROADCASTING

Situations Wanted (Cont'd)

Young man, who desires to start in radio—formally of U. S. Army Air Forces—has announced Naval shows at Terminal Island in Los Angeles. Good personality, clear deep voice. Studied announcing 1 year. Took Radio Drama at Los Angeles City College called "Radio Workshop". Sings. Desires to go either Florida, New York or anywhere in California. Write to: Ted LaGrosse, 7128 Hollywood Blvd., Hollywood, Calif.

Technician—2 years commercial communications, 4 years Army Radar. Specialized in Radar and FM Sitting. 27. November discharge. Prefer west. Lt. David Scott, c/o Waltz, 242 East 19th St., N. Y. C.

Veteran—Experienced first class radio telephone operator and control room man. Six years—broadcast, radar, FM. 26, unmarried. References. Available after Dec. 1, Sgt. John W. Nye, 21 Denslow Rd., Glastonbury, Conn.

Announcer. Discharged officer, 29, Graduate University Iowa radio school. Single, sober, reliable, good voice. Prefer midwest. Transcription, photo on request. Don Whited, Ida Grove, Iowa.

Announcer-operator available. Third class ticket. Experience in operation, announcing, writing. Prefer southeast location. Have car to do account work. Married and want to settle permanently. Transcriptions and references. T/Sgt. Ralph Haskins, Co. "B", Marine Bks., Klamath Falls, Oreg.

Merchant Marine radio officer, 15 years radio experience, including 4 years broadcast. Have first class telephone, first class telegraph and class A Amateur licenses. Desire chief engineer to one kw, will accept control position higher power. Lt. S. Margolis, U.S.M.S., 601 Blvd. East, West New York, N. J.

Announcer: Discharged AAF officer. Desires permanent staff position with opportunities. One year AFRS experience announcing and directing. Married, age 25, Lt. Joseph L. Walsh, 5721 a Etzel Ave., St. Louis 12, Mo.

Operating, copy, news writing, or combination immediately considered. Anywhere. 29, married. First telephone, second telegraph licenses. Press service manager, teletype, speedy code. Dossier on request. Wynn, 318 West 60th, Los Angeles.

Fighter pilot wants to get his feet on the ground as announcer-copy writer with progressive middlewest or southeast station. Married, reliable, with sound radio background. Lt. Joseph F. Butler, Box 236, Chicago Hgts., Ill.

Veteran—One year thorough training in radio broadcasting. Desires announcer's position with progressive station. Also, have Navy radio sound equipment training. Age 20, single, of good health and fully reliable. Charles Sims, 4713 W. Belmont Ave., Chicago, Illinois.

Writer-producer—Veteran, 23, college graduate with degree in radio. Before Army produced Osler and Corwin shows over Columbia station. Experienced in writing commercials, serials, drama. Write Marty Schwartz, 66 Park Ave., New York City.

Marine—Honorable discharge, wants announcing position. College, 26. Personal appearance shows. Limited mike experience. Good personality. Willing to work hard. Salary no issue. Cpl. Wm. Dawson, Ravenna St., Hudson, Ohio.

Program director or station manager—Receiving discharge. Available November 1. Twelve years experience. Thorough background programming, production, continuity, news drama, music, station operations, announcing sales. Desires New York City station. R. N. Druxman, 22 West 56th St., New York, N. Y.

News editor, three years experience on 50 kw midwest network affiliate, producer, writer on GI shows, wants opening on news staff 5 kw to 10 kw midwest station. Write, wire Joe Piatkiewcz, 215 E. 71st St., Chicago, Ill.

Radio news executive, newscaster; warforeign correspondent Europe-Mexico-Pacific; Purple Heart Marine; young, topnotcher, now earning $6500. Write P-C, 3418 Tenth Pl., S. E. Washington 20, D. C. for details.

Veteran, single, 26, first class radiotelephone license. Three years transmitter experience, including standard and FM stations. Can handle remotes, recording and master control. Two years college. Louis Halpern, 1593 Prospect Place, Brooklyn, N. Y.

1st class radio tel. op. desires position in or around Minneapolis, Minn. Experience all types transmitter up to 500 watts. Write Gordon E. Miles, Rt. 2, Hines, Minn. c/o E. H. Shaw.

Situations Wanted (Cont'd)

Chief engineer—December discharge EE grad. 32, 4 years network regional, 5 years Army engineering administration. Dependable, capable. Progressive station only. Major J. L. Wildermuth, 25286 Wick Road, Inkster, Michigan.

Chief Petty Officer discharged, desires announcing job on midwestern small station, or southwest. Single, 35, with considerable mike experience in Navy. Charles Shepard, 7711 North Marshfield, Chicago, Illinois.

Commercial radio time salesman or manager available. Presently employed. Desires change to larger market. 20 years selling advertising. 8 years in radio. Married, producer. Present compensation in small market above $6000.00. Prefer salary and commission basis in west. Box 376, BROADCASTING

Executive-engineer: Experienced in all technical phases of radio, broadcast transmitters 1-500 kw, shortwave 1-75 kw, major network outlet, facsimile. Development engineer, Radar, FM, Pulse time, young and well married. Desire permanent FM-AM position in Ohio or Great Lake region. Salary $4000 to $8000 depending on location. Box 377, BROADCASTING.

Interested in announcer? 5 years experience. Excellent background news, music, remotes, commercials. $60.00 starter. Box 378, BROADCASTING.

Five ex-serviceman, all with extensive radio backgrounds, desire to invest in and aid in operating new or established progressive station. These men, currently with prominent metropolitan station, have had successful experience in selling announcing, production, engineering and advertising. Four are married men with families. Box 379, BROADCASTING.

Announcer—Just discharged. Eight years experience. Local stations and network. News, sports and quiz shows. Prefer New York City or Chicago. Excellent references and recommendations. Box 380, BROADCASTING.

Announcer—Seeks permanent position in progressive station with exacting standards of operation. Experienced, versatile . . . specialize news, sports, talent shows. College graduate; wide cultural background. Advertising, promotion expert. Executive ability and know-how. 32, married. Sober, ambitious, dependable. Box 383, BROADCASTING.

Operator—First class, veteran, five years radio. Box 385, BROADCASTING.

Recording — studio engineer — Female. 1½ years experience turntables, air shows, recording, etc. Some knowledge television. 3rd class ticket. Now engineering in N. Y. C. where I must stay. Available two weeks, right offer. References. Box 386, BROADCASTING.

Operator—Experience, 2nd class telegraph and telephone license. Box 387, BROADCASTING.

At liberty — competent announcer. 3 years experience. Married. Veteran. Request audition disc. John F. Allott, 219 N. Kostner Ave., Chicago 24, Ill.

For a managerial post, I offer six years of radio experience—programming, sales, writing, producing, and announcing—as my qualifications. Also an excellent background of education and experience qualify my assuming complete responsibility efficiently and profitably. Prefer the following Michigan cities: Grand Rapids, Kalamazoo, Battle Creek, Lansing, Jackson; Northern Indiana, Ohio or Illinois. Box 391, BROADCASTING.

Officer in Army expects discharge soon. Knowledge of Japanese customs and language. 9 years experience NBC affiliated stations as program director, commercial manager. Married. Will go anywhere. Address Box 389, BROADCASTING.

Discharged veteran. Two years as announcer. Commercials, turntables and newscasts. Presently employed 1000 watt station in south, but prefer station near Detroit. Box 388, BROADCASTING.

New York, Brooklyn stations — Want part time in any capacity evenings, all day Saturdays, Sundays. Majored advertising, marketing. John Hyde, 666 Park Place, Brooklyn 16.

Program director—production manager. Presently employed New York City announcer. Former Army officer, 30, married. Three years experience announcing and production. Excellent musical background plus sales and announcing experience. A-1 references. Box 392, BROADCASTING.

Chief engineer and chief announcer desire position in a Texas station. Engineer has first phone, first telegraph and Class A amateur licenses. Announcer's audition disc on request. Ex-servicemen. Box 394, BROADCASTING.

WTOP Recruiting Show Gets Results for USMC

RADIO'S POWER in postwar recruiting was tested and found more than successful last week. A 15-minute program *D. C. Dateline* on WTOP Washington, Sunday, 9:15 a.m., featuring Marine recruiting, resulted in an increase of four or five times the usual number of applicants at the Washington Marine recruiting offices, in the following two days.

According to Lt. Col. Waite W. Worden, executive officer of Marine recruiting, the office "was literally swamped with applicants . . . and mothers made numerous calls to this office requesting elaboration on the educational opportunities offered to Marines. This information is given merely to illustrate, in a concrete way, the effect of just one 15-minute program." Last Thursday, Brig. Gen. Robert L. Denig, USMC Public Information head, wrote to Arthur Stringer at NAB in appreciation of radio's work in past recruiting and his desire to help in the future.

Win Guild Honors

AMONG those who will receive Newspaper Guild of New York "Page One Awards" at the 10th annual Page One Ball at Madison Square Garden on Dec. 6 will be Fibber McGee and Molly, Norman Corwin, Dr. Frank Kingdon, WMCA New York commentator, and Frank Sinatra.

For Sale

Tower—Immediate delivery on new International Stacy 150′ self-supporting radio tower, complete with insulators and obstruction lights. Can ship same day order received. Box 390, BROADCASTING.

Experimental Television Camera with 2 inch Iconoscope and built in 2 inch Cathode Ray View Finder. Complete with power supply and tubes. $250.00. Box 822, Hollywood Station, California.

For sale—2 brand new latest model Rek-O-Kut RKD 16 Dual Speed Recording Motors $225.00 for both 25% Deposit Balance COD. Lifetone Sound, 2013 Peoria Ave., Peoria 4, Ill.

Miscellaneous

Engineers want financial backing for proposed Dallas FM-television station. Box 372, BROADCASTING.

Phase monitor for use with four tower directional. Telephone or wire collect make condition, cash price. J. B. Fuqua, Station WGAC, Augusta, Georgia.

Wanted—10 men, preferably service, who will contribute equal capital, services, loyalty and ambition to establish commercial 250-500 watt station. Engineers, announcers, salesman, lawyer-accountant. Nathan Rosenberg, 980 Hopkinson Ave., Brooklyn 12, N. Y.

CONTRACT

An Outstanding Salary
Master of Ceremonies
for
One Hour Early Morning
Network Show

Great opportunity for man experienced in interviews, ad lib handling variety show talent. Don't write, wire Broadcasting Magazine, 360 N. Michigan Ave., Chicago.

SWEZEY SEES NEED OF MORE RESEARCH

THE NEED for research in audience behavior as a guide to the broadcaster in his programming policy planning was stressed by Robert D. Swezey, Mutual vice-president and general manager, in a talk given Thursday at the fourth annual luncheon of The Pulse Inc., audience measurement organization, at the Biltmore Hotel, New York.

Pointing out that there are a few people with decided opinions who are extremely vocal about them, Mr. Swezey said that they are no problem as we know where they stand. "The people who really concern me," he stated, "are the hundreds of thousands—the millions—who don't write letters to the FCC, to the broadcasters, to the advertiser or to anyone. What did they do when the singing commercial came on? Did they turn it off? Did they sit back in perfect bliss, tap the floor and enjoy it? Did they rush out to buy the product it advertised? Or did they just sit there and let it go through one ear and out the other? We need very much to know those answers and The Pulse and other similar organizations must give them to us."

Address Radio Group

TED WEBB, program manager of WPAT Paterson; Robert B. MacDougall, educational director of WAAT Newark; Bill Slater, sports commentator and moderator of *It's Up to Youth* and *Opinion Requested*, on WOR New York, and Elizabeth Woodward, conductor of a program for teen-agers on WJZ New York, spoke at the opening meeting of the Radio Council of New Jersey, held Oct. 18 at Essex House, Newark. Topic of meeting was "Teen-age Programs—Real and Imaginary." Three dramatic sketches in radio form were presented by a group from Central High School, Newark.

Call Letters Assigned

NEW developmental FM station authorized last July to J. F. Novy, chief engineer of Riverside Experimental Labs., Riverside, Ill., and now under construction, has been assigned call of W9XJN and facilities of 107.1 mc, 1,000 w. Location is 153 E. Quincy Rd., Riverside.

TOPNOTCH

Station Manager

Outstanding background sales producer.

BOX 396, BROADCASTING

At Deadline...

DUDLEY TO HANDLE U. S. TIME REQUESTS

APPOINTMENT of Lt. Comdr. Drew Dudley, USNR (ret.) to coordinate all Government requests for radio time was announced Friday. Comdr. Dudley, recently released by the Navy, was named chief of media coordination in the Office of War Mobilization and Reconversion. He will serve under Anthony Hyde, deputy director in charge of information. Formerly in the advertising department of Wm. Wrigley Jr. Co., Chicago, Comdr. Dudley joined OWI in its early days and became program coordinator before entering the service. War Advertising Council will continue to handle the allocation plan, a task it took over when OWI was abolished in September, with Mr. Dudley coordinating all Government requests.

AGGIE ISSUES FM BOOKLET

SO FIELD representatives of the Dept. of Agriculture can answer FM queries, George Rowe, special assistant to the director, Office of Information, has prepared a booklet "FM for You". A veritable catechism in easy language, booklet contains everything from detailed station operating costs to statement that FM will replace AM "to a great extent". Pamphlets will be mailed to field men.

WAR TRIALS SERVICE

PRESS WIRELESS is installing mobile transmitter capable of radiotelegraph transmission at Nuremberg, Germany, for radio and newspaper correspondents covering war criminal trials. Transmitter is type used in Europe from invasion of Normandy until end of war.

MAJESTIC EXPANDS

MAJESTIC Records Inc. begins construction this month of West Coast factory in Burbank, Cal. Company also plans to open new factory in Elgin, Ill., early in 1946. Kay Labs. Inc. serving as consultants in selection of machinery and equipment for California plant.

Closed Circuit

(*Continued from page 4*)

to be arranging for American to carry it. It is part of move to "reconvert" service broadcasts to the occupation theme.

LOOK for Grove Labs., St. Louis, to come out shortly with a new and different drug product. Agency will be Russel M. Seeds Co., Chicago.

NOW THAT Col. E. M. Kirby is "Mister," being on terminal leave, he is about to enter a radio consulting practice centered upon public relations. Will NAB, Dan Golenpaul's *Information Please* and Dinah Shore (scintillating star he discovered while with WSM Nashville years ago) be among his first clients?

NAB'S NEW president, Judge Justin Miller, won't have to be formally introduced to key legislator on House side—Chairman Clarence F. Lea (D-Cal.). Both are from the Santa Rosa district in California and Judge Miller as a youth learned many lessons at the knee of the septagenarian legislator. He has been his mentor over the years.

RADIO RECRUITS

EVERY STATION in America plus overseas stations of the Armed Forces Radio Service will be used by the Army in the largest peacetime recruiting drive in its history, Brig. Gen. Harold N. Gilbert, director, Military Personnel Procurement Service, AGO, has announced. With a goal of 1,600,000 volunteers, the campaign also will include daily newspapers and about 10,000 weeklies as well as magazines, billboards and motion pictures, Gen. Gilbert stated. Complete details are not available, but immediate radio plans call for football broadcasts and spot announcements.

Advertising will be placed through N. W. Ayer & Son, Philadelphia, which handled recruiting in a 1940 enlistment campaign. Congress has approved a budget of $3,125,000 for advertising in all media with proportionate share for the various media.

NAB-FMBI JOINT GROUP TO MEET WEDNESDAY

MEETING to work out merger plans will be held by a committee representing NAB and FM Broadcasters Inc. at 10:30 a.m. Wednesday at the office of Justin Miller, NAB president. FMBI directors voted Oct. 19 to merge with NAB [BROADCASTING, Oct. 22].

Whole basis of the amalgamation will be discussed by the joint committee, including operating methods. FMBI on Nov. 1 becomes the Frequency Modulation Dept. of the NAB, to be guided by a committee consisting of FMBI President Walter J. Damm working with three NAB directors (Frank Stanton, CBS; Paul W. Morency, WTIC; Leslie C. Johnson, WHBF) and three FMBI directors (John Shepard 3d, Yankee Network and WMTW; Wayne Coy, WINX and W3XO; Gordon Gray, WSJS and WMIT).

NETS TAKE FM OFF AIR FOR TRANSITION

FM STATIONS operated by CBS and NBC in New York went off air over week-end for indefinite periods during which they will be readjusted to new frequencies assigned Friday by FCC. No connection was admitted between signoffs and Sunday deadline set by AFM head, James C. Petrillo, for the employment of double musical crews where program is broadcast by both AM and FM. (*Story, page 16*).

AFM is expected to notify all AM stations with FM affiliates that they will be expected to employ double crews of musicians for all AM-FM musical broadcasts.

CBS said WABC-FM will switch from 47.6 mc to 96.9 mc. Changes affect both antenna and transmitter. WEAF-FM, NBC FM station in New York will change from 45.1 mc to 97.3 mc. WBAM, FM affiliate of WOR, Mutual key in New York, is to shut down for alterations early this week.

PALEY RETURNS

IN MEMO expressing "admiration for the outstanding way in which you all served our country during the war years," William S. Paley let CBS organization know today he was back on job as president.

People

CLETE ROBERTS, war correspondent, returns in early November to American western division as special events director, news analyst and commentator.

ED ALESHIRE, in Navy two years, has returned to H. W. Kastor & Sons as general manager of Chicago office.

ART THALER, former advertising art director, Paramount Pictures, Hollywood, has joined Schwimmer & Scott, Chicago, as creative head of art and production.

LT. COMDR. JAMES V. COSMAN has resumed duties as president of WPAT Paterson, N. J., after 40 months with Navy. Comdr. Cosman was stationed with Bureau of Ships, Washington, serving as radio and radar consultant.

FRANKENSTEEN PROTESTS WWJ REJECTION OF SPOTS

RICHARD T. FRANKENSTEEN, vice-president, UAW-CIO, and Political Action Committee candidate for mayor of Detroit, late last week said he was protesting to FCC against WWJ's refusal to accept his one minute campaign spot announcements. Mr. Frankensteen said: "The station rejected these announcements with the excuse they were too rough. There is no basis at all nor fact for this rejection. They are too rough on Mayor Jeffries . . . The *Detroit News*, which owns WWJ and which has already taken sides against me, now seems to give Mayor Jeffries the same unfair advantages on the radio as they have given him in the press."

Harry Bannister, WWJ general manager, denied that *Detroit News* executives knew of the transaction. He took full responsibility for rejecting the announcements, saying: "The reason Mr. Frankensteen's announcements were turned down was simply that they were in poor taste, badly written and deemed by the management of WWJ to be unfit for inclusion in the schedule." Mr. Bannister added that had the announcements been written as commercials for "toothpaste, cereal, gasoline or any other product" they would have been turned down just the same "because they did not comply with WWJ's standards".

PEARSON FOR LEE HATS

DREW PEARSON, Washington commentator currently broadcasting on American Sundays, 7-7:15 p.m. for Serutan Co., switches to new sponsor on Dec. 2, when he begins five-year contract with Frank H. Lee Co. for Lee hats at a reported fee of well over a million dollars for five years. Contract was arranged by Henry Souvaine for Mr. Pearson and William H. Weintraub & Co., advertising agency for the sponsor. It is expected Mr. Pearson will continue in his present period and on same network. Serutan expects to continue radio advertising, but has no definite plans.

F & P NAMES TWO

FREE & PETERS on Friday announced two executive appointments. Richard M. Allerton, former director of radio research for Crosley Inc., will take charge of marketing and station data with headquarters in New York. Lloyd Griffin, former radio director of Knox Reeves Adv., Minneapolis, just back from overseas service with OWI, on Nov. 5 joins Free & Peters Chicago office as account executive.

"INDIRECT SELLING" began like this—

"WHY advertise something the consumer can't buy?" asked advertising men in 1914 when The American Rolling Mill Co. began this famous campaign. Originally designed to convince consumers that products made of ARMCO Ingot Iron were of superior quality, the campaign had far-reaching effects. It gave consumers a deeper understanding of merchandise, and this stimulated the demand for better things. It killed the even then dying principle of "caveat emptor," and placed on manufacturers the burden of supplying superior goods. It helped make our America a better place in which to live—and a safer place in which to buy.

In the DISTRIBUTION DECADE

Advertising Must Again Stimulate Desires For Better Goods

To prevent economic depression, leading authorities agree that we must consume, as a Nation, at least 40% more industrial production than in our greatest pre-war year. This means that we must establish higher living standards, and it will be Advertising's obligation to do this.

For production itself will be no problem. Manpower, money, materials and manufacturing facilities will be ample, DISTRIBUTION will be our "soft spot." That, too, presents an Advertising opportunity. Advertising must not only create desires for more and better merchandise, it must find ways to move merchandise quickly, economically, efficiently from factory to store to home.

In agencies everywhere, alert Advertising men are planning today to solve the problems of the Distribution Decade to come. Here at The Nation's Station we are too busy. When the time comes, we will have much of interest to show you about the great 4-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION